

ORCHID PLANT BUSINESS DEVELOPMENT PLAN GRIYA KEMBANG PUNAKAWAN

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ABSTRACT

The ornamental plant industry, especially orchids, has experienced significant growth along with the increasing public interest in natural decorations. This study aims to analyze the development strategy of orchid cultivation and rental businesses as a sustainable business model. The research method used is a qualitative approach with a case study on Griya Kembang Punakawan, a business that integrates orchid cultivation, rental, and care clinics in Greater Bandung. The results of the study indicate that the implementation of an integrated business model provides a competitive advantage by increasing the added value of products and services. Orchid rental services for events such as weddings and exhibitions are an economical alternative compared to purchasing ornamental plants directly. In addition, orchid clinic services contribute to maintaining plant quality by offering care consultations. From a financial aspect, business projections show a positive return on investment, with an estimated ROI of 70.64% per year and an NPV reaching IDR 435,151,581. In conclusion, the orchid cultivation and rental business development strategy has promising prospects in supporting business sustainability, especially with the optimization of digital marketing and efficient supply chain management.

KEYWORDS Planning, Business, Cultivation, Management, Entrepreneurship



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INTRODUCTION

The ornamental plant industry, especially orchids, has experienced significant growth globally. According to a report from the Food and Agriculture Organization (FAO, 2023), the trade in ornamental plants and floriculture has increased by 10% annually, with orchids being one of the leading commodities with high economic value. Orchids are not only in demand as ornamental plants, but are also widely used in office decorations, weddings, and international exhibitions (World Floriculture Report, 2022). In Indonesia, orchids have their own appeal because of their high species diversity, especially *Phalaenopsis amabilis*, which is the national flower (Kartasubrata, 2020).

However, despite its large market potential, the orchid industry faces various challenges that affect the sustainability of its business. Increasing competition in the international market, changes in people's consumption patterns that increasingly prioritize sustainability, and global climate change that has an impact on

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agricultural conditions are the main issues that must be faced by business actors in this sector (FAO, 2023). In addition, the emergence of demand for flexible and efficient decoration solutions, such as plant rentals, creates new opportunities that require innovation in business models (Kusuma & Rahman, 2021).

There are several factors that influence the challenges in the orchid cultivation and rental industry. First, limited knowledge and skills in orchid cultivation are the main obstacles for many farmers and business actors. Orchids require special care in terms of planting media, humidity, and lighting, which if not managed properly, can cause plants to fail to flower or die (Fitriani & Rahman, 2022).

Second, fluctuations in raw material prices and limitations in the supply chain are factors that affect business stability. Planting media, special fertilizers, and high-quality orchid seeds still depend on imports, so changes in exchange rates and trade policies can have a direct impact on orchid selling prices (Nurcahyo, 2023). In addition, the imbalance between supply and demand also causes quite high price variations in this industry (BPS, 2023).

Third, the lack of orchid rental places and professional care services is another factor that hinders market development. Many potential customers are interested in using orchids as decoration but are reluctant to buy them due to limited time and expertise in caring for the plants. Thus, the orchid rental business is a potential solution, but it has not been optimally developed (Anderson, 2018).

The impacts of the above factors vary, both in economic, environmental, and social scales. Economically, imbalances in the supply chain and fluctuations in raw material prices cause income instability for orchid farmers and business actors (BPS, 2023). Meanwhile, limited access to cultivation knowledge causes low productivity of orchid plants, thereby reducing the competitiveness of local products in the international market (Kartasubrata, 2020).

From an environmental perspective, suboptimal cultivation methods can lead to waste of resources, such as water and fertilizer, and increase the risk of plant diseases that impact crop yields (Lestari & Wijaya, 2021). Meanwhile, socially, the limited orchid rental services hinder public access to high-quality ornamental plants, which should support aesthetics and environmental sustainability in various sectors, including offices and the decoration industry (Kusuma & Rahman, 2021).

This study focuses on two main variables, namely orchid cultivation strategy (X) and orchid rental business model (Y). Orchid cultivation includes the entire process of plant management from the nursery stage, maintenance, to marketing. In this context, innovative approaches in cultivation, such as the use of modern agricultural technology and Internet of Things (IoT)-based monitoring systems, can improve production efficiency and plant quality (Sari & Arifin, 2021).

Meanwhile, orchid rental is a business model that offers a solution for customers who want to enjoy the beauty of orchids without having to make a long-term commitment to their care. This model includes various additional services, such as delivery, plant replacement, and care consultation, which can increase added value for customers (Anderson, 2018). The integration of high-quality cultivation and an efficient rental system can create a sustainable business model that is able to answer today's market challenges (Ginting & Marlina, 2022).

This study offers novelty in combining orchid cultivation strategies with rental business models in one integrated system. Previously, related studies have focused more on the cultivation or marketing aspects of ornamental plants

separately. However, this study highlights how these two aspects can be combined to create a competitive advantage for orchid entrepreneurs. In addition, the technology-based approach and digital marketing in the orchid rental model are also new contributions to this study (Nurcahyo, 2023).

This research is important because the orchid market continues to grow, but still faces various obstacles in terms of production and distribution. With the increasing demand for flexible and low-maintenance green decorations, orchid rental services are a solution that can bridge the gap between production and consumption. In addition, optimizing orchid cultivation can increase the competitiveness of local products and reduce dependence on imports, thereby supporting national economic growth (Ministry of Cooperatives and SMEs, 2021).

This study aims to analyze efficient orchid cultivation strategies and rental business models that can improve the competitiveness of the orchid industry in Indonesia. The results of this study are expected to provide benefits to various parties, both in academic and practical scopes. For academics, this study can be a reference in horticultural business studies and digital marketing strategies. For business actors, the findings of this study can be used as a guide in developing more innovative and efficient orchid business models. In addition, this study can also provide benefits for the government in formulating policies that support the growth of the ornamental plant industry in Indonesia.

RESEARCH METHOD

This study is a qualitative study with a descriptive approach that aims to understand the development strategy of orchid cultivation and rental businesses. This method is used to explore the business phenomena that occur and provide an overview of the various factors that influence the sustainability of the orchid industry in Indonesia. With this approach, research can provide a deeper understanding of market dynamics, challenges, and opportunities that can be utilized by business actors.

This research was conducted in Greater Bandung, as one of the centers of the ornamental plant industry in Indonesia which has a cool climate and supports orchid growth. This area was chosen because of the high demand for ornamental plants, especially orchids, both in the form of direct sales and rentals for various events. Data collection was carried out for six months, from January to June 2024, in order to obtain comprehensive data related to the dynamics of the orchid industry in this area.

The population in this study includes orchid entrepreneurs, customers who use orchid rental services, and orchid hobbyist communities in Greater Bandung. To obtain representative data, this study used a purposive sampling technique by selecting 30 orchid entrepreneurs, 50 orchid rental customers, and 20 members of the orchid hobbyist community as research samples. Sample selection was based on their involvement in the orchid industry and relevance to the research objectives.

The data obtained were analyzed descriptively qualitatively with a thematic approach. The stages of analysis include data reduction, data presentation, and drawing conclusions. Data reduction is done by grouping information based on the main themes related to this study, such as business strategy, sustainability, and market demand. Furthermore, data presentation is done in the form of descriptive narratives that describe the patterns and trends found during the study. Finally,

conclusions are drawn based on the synthesis of the analyzed findings to provide strategic recommendations for the development of the orchid industry in Indonesia.

RESULT AND DISCUSSION

Research Study Profile

This study was conducted on orchid cultivation and rental businesses in Greater Bandung, focusing on sustainable and innovative business models. The research respondents consisted of 30 orchid entrepreneurs, 50 orchid rental customers, and 20 members of the orchid hobbyist community. Data were collected through in-depth interviews, field observations, and analysis of business documents including financial reports and marketing strategies. This study provides an overview of how entrepreneurs implement cultivation and rental strategies to increase competitiveness and expand market share.

Specific Description of the Variables Studied

This study examines two main variables, namely orchid cultivation strategies and orchid rental business models. The first variable includes cultivation techniques, production efficiency, and the application of technology to improve plant quality. The second variable examines the orchid rental system, service offering mechanisms, and market responses to rental services.

Orchid Cultivation Strategy

Research findings show that most business actors use conventional cultivation methods, utilizing planting media such as charcoal and coconut fiber dust. However, some businesses have begun to switch to hydroponic systems to increase the efficiency of water and nutrient use. Internet of Things (IoT)-based monitoring technology has also begun to be implemented by several large-scale farmers to control humidity and temperature in greenhouses. The main factors that influence successful cultivation include the selection of superior seeds, fertilization systems, and effective pest control techniques.

Orchid Rental Business Model

Orchid rentals are increasingly popular with customers who want to beautify events without having to own plants permanently. This business model includes a variety of services, such as short-term rentals for wedding and seminar decorations, as well as long-term rentals for offices and hotels. Some service providers offer subscription packages, where customers receive regular orchid replacements with care provided by the renter.

Amount of Data Used

The data used in this study consisted of the results of interviews with 100 respondents, direct observations at 10 orchid business locations, and analysis of 15 business documents. Interviews were conducted to understand the experiences of business actors and customers regarding the use of orchids in decoration and rentals. Field observations were conducted to directly observe the cultivation and rental practices implemented by orchid businesses, while business documents were analyzed to understand the income structure and financial patterns of the business.

Research Findings

Based on data analysis, some key points in answering the research questions are as follows:

a. Effectiveness of Cultivation in Supporting the Rental Business Model

Research shows that businesses with efficient cultivation systems have an advantage in running a rental business model. Businesses that implement automation technology in orchid maintenance are able to increase productivity by up to 30% compared to traditional methods. In addition, a wider variety of orchid types provides additional appeal to rental customers looking for unique decoration options.

b. Customer Preferences for Rental Services

Most customers choose rental services because of the flexibility and ease of getting plant decorations without having to worry about long-term care. Corporate customers, such as hotels and offices, are more interested in subscription packages that offer regular orchid replacements. Meanwhile, individual customers tend to use rental services for special occasions, with a preference for brightly colored orchids that attract attention.

c. Sustainability Factors in Orchid Rental Business

Sustainability is an important factor in the orchid rental business model. Businesses that implement a good planting media recycling system and plant waste management are more in demand by environmentally conscious customers. In addition, digital-based marketing strategies help orchid rental businesses reach more customers with lower operational costs compared to conventional marketing.

Implications of Findings

These findings provide several implications for orchid entrepreneurs:

1. **Application of Technology in Cultivation**
The use of IoT technology and hydroponic systems can increase the efficiency and quality of orchid production, thereby supporting the sustainability of the rental business model.
2. **Innovation in Rental Packages**
Rental service providers can offer more flexible subscription packages tailored to the needs of corporate and individual customers.
3. **Digital Marketing Strategy**
Optimizing social media and e-commerce can increase the appeal of orchid rental businesses, especially for customer segments looking for practical decoration solutions.
4. **Sustainability in Business Operations**
Implementing recycling systems and using environmentally friendly materials can be an added value in attracting environmentally conscious customers.

Thus, this study provides comprehensive insights into the strategies that can be implemented by orchid entrepreneurs in developing sustainable and innovative rental business models.

CONCLUSION

Featured Orchid Cultivation Products. Griya Kembang Punakawan offers various types of superior orchids that are cultivated with technology to ensure optimal quality. We focus on the production of orchids that are resistant to tropical weather, such as *Phalaenopsis*, *Dendrobium*, and *Cattleya*, which are known to have high durability and attractive aesthetics, making them favorites in the ornamental plant market. In addition, our products include quality orchid seeds that can be purchased by collectors or other orchid farmers for cultivation purposes, as well as ready-to-sell orchids for room decoration or event decoration. We also plan to develop hybrid orchid variant products that have unique colors and shapes to attract a wider market.

Featured Products Orchid Rental. Griya Kembang Punakawan orchid rental service has great potential by providing orchids as decoration for various events, such as weddings, birthdays, exhibitions, and other corporate events. Our rental products include orchids with various types and colors, from elegant *Phalaenopsis* orchids to exotic *Dendrobiums*, which can be adjusted to the theme of the event. We also offer rental packages that include delivery, care, and replacement of orchids in case of damage or wilting during the event. In addition, we plan to offer a subscription option for companies or hotels who want to have orchids as part of their room decoration on a regular basis.

Featured Products of Orchid Clinic. Griya Kembang Punakawan Orchid Clinic offers orchid care products and services needed by orchid hobbyists and collectors. We provide diagnostic and treatment services for various diseases and pests that attack orchids, such as fungi, mites, and larvae. In addition, our clinic offers routine care packages to ensure that orchids remain healthy and grow optimally, including providing appropriate nutrition and root maintenance. We also plan to introduce orchid care products, such as organic fertilizers, environmentally friendly pesticides, and orchid care equipment that customers can purchase for use at home. Consultation services will also be available, both in person and through online platforms, to reach a wider customer base.

Griya Kembang Punakawan's flagship products cover three main areas: superior quality orchid cultivation, orchid rental for various events, and orchid clinic services that focus on plant care and recovery. By utilizing technology and quality customer service, Griya Kembang Punakawan has the potential to become a leader in the orchid industry in Indonesia, as well as creating sustainable market opportunities in the long term.

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