



## Orchid Marketing Strategy During Pandemic Covid 19

Herizatinriyunita

*Pamulang University's Masters Program in Management, 15417, Indonesia*

Email: [herizatinriyunita@gmail.com](mailto:herizatinriyunita@gmail.com)

**Abstract:** Orchids are ornamental plants that have a fairly high selling value for the reason of its variety of colors. During the pandemic of Covid-19, ornamental plants sale is one of the very profitable businesses, one of which is orchids, although many ornamental plants are currently being primed for plant lovers, orchids still have many enthusiasts, orchid marketing opportunities are very potential both for cut flowers and for potted flowers. Business potential that can be developed from orchid plants include breeding or propagation business, fertilizer sales, planting media in the form of charcoal or Kaliandra, and pots made of clay. Marketing strategies are needed in order to overcome sales problems during the Covid-19 pandemic. To facilitate the determination of strategies, swot analysis (strength, weakness, opportunity, treats) was applied for this research, data sources in qualitative research is in the form of in-depth interviews, pictured various types of orchids, and marketing strategy which was conducted online.

**Keywords:** Strategy, Marketing, Orchids

### INTRODUCTION

Along with the many orchid lovers, the need for orchids increased, not only that some events also use a lot of orchids, such as weddings, Eid al-Fitr, new years and birthdays, not to mention for the needs of bouquets, congratulations, table flower arrangements for hotels, restaurants, and offices (AMARTA, 2007).

Agribusiness ornamental plants are also often called floriculture, which is a business activity related to flower flowers, especially orchid plants, Indonesia has the potential to develop, Banten province is the largest producer, has a production capacity of 7.40 million stalks or about 37,53 percent, was followed by West Java and East Java, while the island of Java was recorded in place by Bali with the production of 1.19 million stalks or about 6.03 percent of the total national produksi.

Indonesia and Asean countries face the asean free market or Asean Free Trade Area (AFTA) in 2015, where all countries that join can conduct free trade transactions, Indonesia becomes one of the target entrepreneurs of ASEAN countries to develop businesses, to be able to compete with other ASEAN countries in need of better skills and knowledge as a weapon in competing, namely by utilizing technology and suber natural resources owned by Indonesia , biodiversity owned by Indonesia becomes a very high selling value, such as ornamental plants, especially orchids.

Susanto (2008), there is no more appropriate way to improve the quality of human resources than through learning, farmers, extension workers and stakeholders can learn to use technology, extension workers, farmers, and orchid entrepreneurs can see orchid plants that are in interest, cultivation and harvesting, even can conduct buying and selling transactions. Alemna and Sam (2006) stated that the exchange of information through the use of electronic equipment has revitalized the role of counseling services in the preparation of information, education and assisting in the decision-making process for agricultural producers in India.

Orchids and types of floriculture plants are a concern because of its very high economic value in the appeal of other horticultural products, this business is very fashionable, the price in the domestic market can reach Rp 150,000 even more crops, foreign markets are quite promising, but still not maximal because of the expensive cost of cargo transportation, this is what causes Indonesian orchids are still less competitive in terms of prices with other countries such as Taiwan, ornamental plant businesses greatly appreciate the efforts of the ministry of agriculture to facilitate the ease of export, ease of licensing that is very helpful for export businesses.

## LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Strategy is the ideal direction and scope of the organization for the longer term, adjusting its resources to changing links, and specifically, with its markets, with its customers and clients to meet stakeholder expectations (Johnson and Scholes, 1993). Strategy is the determination of long-term basic goals and corporate goals, and the placement of a series of actions, as well as the allocation of resources that are essential to implementing this goal (Chandler, 1962).

According to Kotler and Keller (2012:5) marketing is about identifying and meeting human and social need. One of the shortest good definition of marketing is meeting needs profitably. According to Corey Dolan, 1991 (Sugianto and Ugeng 2020), marketing strategy consists of five elements that are interconnected, the five elements are:

1. The selection of markets, namely choosing the market to serve, this decision is based on other factors, 1990 (Sugianto and Ugeng 2020):
  - a. perception of product functions and grouping of technologies that can be protected and dominated
  - b. limitations of internal resources that encourage the need for narrower focus
  - c. compulsive experience based on trial and error in 2016 challenges
  - d. special capabilities derived from access to protected step or market resources
2. Product planning, including specific products sold in the formation of product lines
3. Pricing
4. Distribution System
5. marketing communication (promotion)

In formulating a marketing strategy in need of an analyst approach

1. Environmental Factors  
Analysis of environmental factors such as population growth and government regulations is very important to know the influence that arises in the business of companies, in addition to technological development factors, inflation rates, and lifestyle should also not be ignored.
2. Economic analysis  
In economic analysis, companies can estimate the influence of each marketing opportunity on the possibility of profit, economic analysis consists of analysis of the commitments needed, analysis of BEP (break even point), risk or profit assessment, and analysis of economic factors of competitors.
3. Market Factors  
Every company needs to always pay attention to and optimize factors such as market size, growth rate, stages of development, trends in distribution system, buyer behaviour

patterns, seasonal demand, existing market segments or that can be developed again, and opportunities that have not been met

4. Competition

In relation to competition, each company needs to meet who its competitors are, how the competitor's product or market position is, what their strategy is, the strengths and weaknesses of competitors, and the product capacity of the competitors.

5. Internal capability analysis

Each company needs to assess its strengths and weaknesses in comparison

## RESEARCH METHODS

Data analysis method in this research consists of descriptive analysis and marketing strategy analysis using SWOT analysis, research data in the form of table and chart of data collection at the beginning with descriptive analysis. This analysis describes the history and development of orchid business in Mount of Sindur which includes vision and mission, and objectives in the orchid business

## RESULT AND DISCUSSIONS

Marketing strategy carried out by orchid businesses was to upload pictures of orchids on social media. This strategy proved effective, because viewers from anywhere can become customers. the condition that the way of packing is correct, so that orchids can get into the hands of consumers in a state of err, for novice consumers are usually taught how to plant orchids, what media to use, how to water and fertilizers are used so that orchids can thrive. Some types of dendrobium orchids:



## CONCLUSIONS

Utilization of social media is the most appropriate marketing strategy to be used during the covid 19 pandemic, for that knowledge and skills are needed for orchid businesses, by learning to use technology.

Orchid business actors need to understand who the competitors, weaknesses, and always looking for information about what types of orchids are being much in interest, by utilizing technology, orchid businesses should also learn more about orchid cultivation, memorize the type of orchid, because consumers will ask the name of the type, what color, and how to care for it

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