

SUSTAINABILITY OF FLOWER VENDORS AT PASAR BUNGA RAWA BELONG, JAKARTA, INDONESIA

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ABSTRACT

Pasar Bunga Rawa Belong, established in 1989, is the largest flower market in Jakarta and Southeast Asia, offering a wide variety of fresh and dried flowers, along with agricultural supplies. The market supports around 600 traders, many of whom have been selling for over 20 years. This paper proposes strategies for the market's long-term sustainability. A literature review, a discussion with the Flower Traders Association, and interviews with flower traders were conducted to explore their success stories and challenges. A SWOT analysis was then developed based on these findings. The analysis led to key strategies aimed at ensuring the sustainability of Pasar Bunga Rawa Belong. These strategies include strengthening collaboration between market stakeholders and the government, enhancing infrastructure, providing technical training and financial support, and improving traders' skills in flower arrangement, financial management, and marketing. Furthermore, marketing efforts should emphasize the emotional and cultural significance of flowers to strengthen customer engagement. These strategies aim to secure Pasar Bunga Rawa Belong's ongoing contribution to the local economy.

Keywords: pasar bunga rawa belong, swot analysis, long term strategies, sustainability

INTRODUCTION

Pasar Bunga Rawa Belong, established in 1989, is the largest flower market in the DKI Jakarta area, Indonesia, and even in Southeast Asia. This market offers a variety of cut flowers, both locally sourced and imported. In addition to fresh flowers, this market also offers dried flowers and agricultural supplies such as fertilizers, pots, and decorative leaves.

The types of flowers available include orchids, subtropical flowers, and various leaves for decoration. In addition to local customers, this market is also frequently visited by tourists from abroad, such as from China and India. Pasar Bunga Rawa Belong is the biggest Pasar Bunga in Southeast Asia, with revenue of over 15 billion rupiahs per month (Wahyuni, 2015).

This market covers an area of 1.3 hectares and accommodates around 600 traders. Many traders live near the market area, and some of them have been selling for more than 20 years. The buying and selling activities in this market are seasonal, especially in November and December, when the demand for flowers increases for parties, weddings and graduation events. This market plays an important role in local economic development by providing job opportunities for people who want to start businesses in the flower sector. Merchants in this market rent spaces at a cost ranging from Rp90,000 to Rp350,000 per month, depending on the size of the lot.

The strategic geographical location, combined with Indonesia's physical characteristics that support the growth of ornamental plants, provides an advantage for the country in meeting domestic flower demand. In addition, this market supports Indonesia's potential to develop the floriculture industry, especially in the production and trade of cut flowers. One bundle of asters and chrysanthemums is sold for Rp.15.000 for 10 stems," said Endang. In addition, among the frequently sought-after flowers are roses sold for Rp,40,000 per bundle and snapdragons priced at Rp. 25,000. Sunflowers are the most popular at the Rawa Belong Flower Marke as stated by one flower trader, "Ooh, it has been very helpful, with selling flowers, my family's economy is being fulfilled. Plus, I am also a housewife, so after finishing household chores, I go to the market to sell flowers. There are also assistants here who help if I haven't arrived at the market yet." (Interview with Ibu Novi Soviani cited in Anisa Sya'baniah. 2023)

METHOD AND LITERATURE REVIEW

- **Flowers**

Flowers are parts of seed plants that function as reproductive organs and consist of four main parts: the calyx (sepals), corolla (petals), stamens, and pistils (Pane, 2018). Flowers are a prioritized commodity in Indonesia's ornamental plant development programs because the flower industry offers significant economic opportunities. The significant prospect of increasing demand for flowers and ornamental plants creates good market opportunities for flower business players.

The types of flowers traded at the Rawa Belong Flower Market are categorized into four groups: mixed flowers, mountain flowers, orchids, and complementary leaves and the two types of flowers that are sold in Pasar Bunga Rawa Belong that tops the list of sales are roses and chrysanthemums.

In Indonesia, the sales volume of roses ranks the highest. Although there are many varieties of roses, red roses tend to be the most popular among consumers. Roses are a major commodity whose demand is not influenced by changing trends. The demand for roses tends to remain stable from year to year (Anisa Sya'baniah. 2023). As for chrysanthemums, they have a reliable supply chain. This is evident from the growth and expansion of cultivated land, the average yield, and the annual increase in chrysanthemum production (Anisa Sya'baniah. 2023).

- **Malaysia's Experience (SME Corp) in Assisting Small and Medium Enterprises (SMEs)**

SME Corp. Malaysia, is an agency under the Ministry of Entrepreneur Development and Cooperatives, which plays a crucial role in assisting micro, small, and medium enterprises (MSMEs) through various support, including access to financing, human capital development, innovation, technology, and infrastructure.

SME Corp provides training to enhance competitive business skills, such as: (i) financial management, accounting, and taxation; (ii) marketing techniques, especially digital marketing, (iii) operations and human resources management, (iv) the application of artificial intelligence (AI) and other skills that enhance productivity and competitiveness.

SMEs also provide technical support, such as (i) digitalization & automation, solutions for digitizing businesses such as e-commerce, POS systems, CRM management, and cloud computing; (ii) business capacity building through the use of business management software such as accounting systems and related equipment and (iii) ethics & green economy (ESG) through the application of environmental, social, governance principles, as well as the latest technologies like IoT for more sustainable businesses.

SME Corp also introduce SCORE which is a diagnostic tool that assesses the competitiveness of SMEs through a star rating based on seven main aspects such as (i) financial capability, (ii) business performance, (iii) human resources, (iv) technology, (v) acquisition and application of technology, (vi) certification, and (vii) market position. SCORE ranks the competitiveness of SMEs for improvement. Amongst the objectives of SCORE are to overcome the weaknesses of MSMEs with focused assistance and guidance, facilitate the relationship between MSMEs and large/multinational companies and improving the capacity of companies for the international market.

In this regard, SCORE has successfully established strategic collaborations with organizations from various industries that have the potential to help and support SMEs in building their capacity and capabilities.

- **Contribution of Pasar Bunga Rawa Belong to the Flower Traders**

Pasar Bunga Rawa Belong has helped flower traders improve their lives and boosted the local economy in the area. Traders are of the opinion that Pasar Bunga Rawa Belong has provided them revenue for a comfortable living and ensure that they meet their family needs. These are some of the interviews done with the flower traders which portray how appreciative they are with their flower businesses to feed their family and some of their children have become successful in their careers.

"Alhamdulillah, I have managed to survive until now and have been able to meet my family's needs through this flower business. In fact, miss, I know that some of the traders here have children who have successfully become doctors, three of them, and some have become lecturers. That, I believe, is an indicator of a parent's success in being able to support their children's education. The starting point is from here, the flower business. My work as a flower trader, alhamdulillah, has borne fruit. Both of my children have graduated from university thanks to my flower business here." (Interview with Mr. Kiki, Head of the Flower Group, June 2021).

A discussion was held with the Flower Traders Association to gain insights into the development of Pasar Bunga

Rawa Belong, its successes, future plans, and the challenges faced by the Association. Researchers also interviewed several flower traders, all of whom expressed satisfaction with their sales and their experience working at the market. They mentioned that their flowers come from both local suppliers and imports. The market is filled with vibrant, fresh flowers, creating an atmosphere rich with delightful fragrances. It's no surprise that some visitors come to Pasar Bunga Rawa Belong simply to capture memorable moments amidst the beauty and sweet scents of the flowers. These are some of the pictures captured at the market.



Picture 1. Festival Pasar Bunga Rawa Belong
(Taken on 7 August 2024)



Picture 2. Discussion of researchers with the Flower Trader Association on 4 September 2024



Picture 2. Photos of researchers taken at the Pasar Bunga

- **Success stories of Flower Traders**

In Pasar Bunga Rawa Belong, success stories include that of Mrs Fitri and Yurie Florist. In 2007, Mrs. Fitri started her flower-selling business with an initial capital of Rp10 million. Through her persistence, she managed to grow the business and now owns seven shop branches with a monthly revenue of around Rp300 million. Her success was achieved through good customer service, reasonable pricing, efficient stock management, and online advertising and sales.

Yurie Florist was first opened in 2001. At first, the owner of Yurie Florist was joining with Bina Flora in selling flowers. After he got enough profits, he decided to open his own shop without cutting off connection with Bina Flora even until now. In 2011, Yurie Florist together with two other flower traders, Kusumawardani, and Anadisha emerged as market leaders at Pasar Bunga Rawa Belong because they achieved monthly sales exceeding Rp100 million. However, only about 16% of flower shops in this market are able to earn profits of more than Rp100 million per month.

The success of these flower traders was supported by clear vision statements, extensive distribution channels and the sale of imported flowers, which helped boost their sales. High sales figures are the primary indicator in determining market share, which in turn determines market leadership. Overall, they have good management abilities and strategies in achieving goals or targets. They also have good abilities and skills to adapt with current market condition and make needed changes to accomplish the goals in order to gain maximum profits. (Aryanti, 2013).

Besides purchasing fresh flowers, customers in Pasar Bunga Rawa Belong also order sympathy bouquets, birthday bouquets styled like handbouquets, and vase arrangements. The price of a handbouquet depends on its design and the type of flowers chosen (Interview with Mr. Nurhadi, Flower Trader in Bandung, April 6, 2023). The flower traders also participated in festival events and competitions. These are some of the opinions from them with regards to the flower festival events and competition that they have participated in.

"Here, there is a flower festival event, usually featuring competitions, flower exhibitions, flower arrangement training, flower princess contests, and bazaars. Each group submits members to participate in the competitions, and there will definitely be outsiders attending. We showcase the best flower arrangements from each group, while also introducing different types of flowers to the public." (Interview with Mr. Nurhadi, Flower Trader in Bandung, April 6, 2023).

"Usually, when the Gebyar Bunga event is held for Jakarta's Anniversary or Indonesia's Independence Day, the traders here are directly involved in enlivening the event. Some participate in flower arrangement competitions, while others just help create the longest wedding stage made of 24,000 roses during the 2019 Gebyar Bunga. Some help out with preparations before the event. We're all very united because it's a big event, miss." (Interview with Mr. Deden,

Flower Trader in Bandung, March 26, 2023).

In Malaysia, the dedication of a gift and flower shop entrepreneur, starting the business from home and eventually owning their own factory, also enabled them to receive the ASEAN 2022 Outstanding Woman Entrepreneur Award. The award was given to Penny Choo, co-founder of BloomThis, in conjunction with the ASEAN Women Entrepreneur CEO Network Summit 2022 in Jakarta, Indonesia, recently. The business started on a small scale in April 2015 with only two employees, herself and her husband, Giden Lim, operating from home. However, she said, with determination and continuous hard work, they managed to pioneer the concept of flower subscriptions, which is a form of service that delivers fresh flower arrangements to customers weekly.

"We are now operating in a factory covering over 40,000 square feet and have made a name for ourselves as market leaders in online flower delivery nationwide. We are also now operating in Kuala Lumpur, Penang, Johor, and Singapore," she said. She added that in addition to offering flower subscription services, they have expanded their product offerings to include cakes, ice cream, gift baskets, and various souvenirs based on demand, which have become the core of their business operations. She said that the regional recognition she received is undoubtedly another significant milestone in her career, further strengthening their position in the market (BH, 7 October 2022). The flower arrangement and gift delivery entrepreneur, Fazrul Adzeem Mohd Faudzi, 34, of Blossom Florist Kluang received microloans to help him continue his business operations. He described the additional funds as truly timely and has helped his small business continue the business that he and his wife have been running since 2018 in Kluang, Johor, more smoothly.



Picture 3. (BH Online, 22 August 2024).

RESULTS AND DISCUSSION

• FACTORS INFLUENCING CUSTOMERS TO PURCHASE FLOWERS

Research findings show that several key factors influence customers' decisions to purchase flowers. Special discounts and sales are strong attractions, while the longer lifespan of the flowers is also an important consideration. Additionally, a wide range of prices offered allows customers to choose based on their budget (Rihn et al., 2020).

Other factors that also have an impact on the purchase of flowers by the customers include unique flowers or arrangements, which add value to the purchasing experience. Flowers with attractive and trendy shapes, or those that match current fashion trends, are also popular choices. The ability to customize flowers according to customers' preferences and unique packaging also plays a role in attracting buyers. According to Rihn et al., (2020) that there is a decreasing tendency to give flowers as gifts by the younger generation. Instead, they prefer practical and long-lasting gifts that can reflect their feelings more deeply. They appreciate items that can be utilized in their daily lives rather than decorative items that are perishable, like flowers. They prefer to invest in items that can provide long-term satisfaction. To them, practical gifts are often seen as more meaningful because they show care and understanding of the recipient's needs. However, in their opinion, flowers can still be a good choice for special occasions like birthdays or graduations if combined with other, more practical gifts, such as greeting cards, books, accessories or gadgets which can make the gift more balanced. By adapting this approach, florists can reignite interest among young people to give flowers as gifts by emphasizing the symbolic value and beauty of flowers in enhancing the atmosphere of important celebrations.

Other views by the younger generation that can influence their purchasing decisions include environmental concerns and digital alternatives. The younger generation are increasingly aware of environmental issues, and they might feel that buying cut flowers, which have a short lifespan and are sometimes linked to high resource usage, is less sustainable. They may prefer eco-friendly or reusable gifts. Also, with the rise of digital culture, younger generations often opt for virtual or experience-based gifts, such as digital subscriptions or online experiences, which they feel offer more personal and lasting value compared to physical gifts like flowers.

Despite these views, florists or flower traders can still capture the interest of young buyers by offering more sustainable options, such as potted plants or eco-friendly packaging, and by promoting flowers as part of a personalized and thoughtful gifting experience. Combining traditional beauty with modern practicality can help reframe flowers as a meaningful and desirable gift choice for younger consumers. Rihn et al. (2020) found that most participants spend the most on birthday gifts, making this event an ideal target to boost sales throughout the year and thus flower traders can focus on how to improve sales during these occasions.

• **PASAR BUNGA RAWA BELONG AS A TOURIST DESTINATION**

In addition to the flowers sold by the flower traders, Pasar Bunga Rawa Belong need also to improve its facilities and ambience to encourage tourists or customers to purchase flowers there. A study was conducted by Subakti et al, 2020 where questionnaires were given to 100 respondents and interviews were conducted with community leaders on their perception of importance and performance of the facilities and services in Pasar Bunga Rawa Belong. The development of Pasar Bunga Rawa Belong area has a high level of importance to be developed but the performance of it is at an average level. Facilities are rank in terms of importance. However, for souvenirs, respondents are satisfied with the performance because souvenir shop are already integrated into the Pasar Bunga. The community considers that the flowers trade can be used as souvenirs for buyers and thus the Importance- Performance gap is low. What needs to be addressed by the Pasar Bunga Rawa Belong are in terms of security, parking space, toilet and signboard as the Importance- Performance gap of the facilities/services is highest. This means that respondents rated them as important, but the performance of the facilities/ services are not up to their expectation.

Parking facilities are necessary to support the activities of buyers and sellers for loading and unloading goods. The parking conditions at Pasar Bunga Rawa Belong has not been neatly arranged. There is no division where parking for loading and unloading goods and parking for buyers. The Pasar Bunga needs it for special handling of garbage that is available in Pasar Bunga Rawa Belong area. This condition is caused by the waste produced from garbage that is bought and sold, as well as supporting garbage such as styrofoam, plastic, cardboard, and others. Trash cans are not available in every corner of the market plus the awareness of traders who still have not noticed the cleanliness around them. The services in Pasar Bunga Rawa Belong is minimum, tourist or visitor must serve themselves to get what they want from sellers. No clear information about product types or price. Every seller is seeing a tourist or visitor as a person, not as a valuable customer.

Aryanti (2013) emphasizes that for flower traders in Pasar Bunga Rawa Belong to succeed, they need effective management, including planning, organizing, good communication between employees and owners, and proper record-keeping and controls. Additionally, strong customer service and ethical treatment of customers are essential for long-term sustainability.

• **STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREAT (SWOT ANALYSIS) OF PASAR BUNGA RAWA BELONG**

From the literature review, discussion with the Flower Trader Association and interviews with the flower traders, SWOT analysis of Pasar Bunga Rawa Belong is prepared as shown below.

Table 1: SWOT Analysis of Pasar Bunga Rawa Belong

<p>STRENGTHS</p> <p>Strategic Location: Attracts retail and wholesale buyers from Jakarta and surrounding areas.</p> <p>Wide Variety of Flowers: Offers both local and imported species to meet diverse customer preferences.</p> <p>Established Network: Strong relationships with suppliers, growers, and buyers ensure a steady stock flow.</p> <p>Competitive Pricing: High transaction volume allows for competitive pricing.</p> <p>Cultural Relevance: Flowers are integral to Indonesian culture, ensuring consistent demand.</p> <p>High Profit Margins: Daily net profits can reach Rp 10 million for many traders.</p> <p>Committed Traders: Dedicated and experienced traders.</p> <p>Variety of Uses for Flowers: Used in various events and ceremonies.</p>	<p>WEAKNESSES</p> <p>Knowledge Gap: Limited understanding of maintaining order and aesthetics in the market.</p> <p>Need for Education: Traders require education on proper use of parking areas.</p> <p>Lack of Customer Service: Visitor service improvements are essential.</p> <p>High Prices: Prices may be perceived as excessive by some customers.</p> <p>Inadequate Record Keeping: Many traders lack proper financial management systems.</p> <p>Facility Improvements Needed: Upgrades needed for toilets, parking, signage, and waste disposal.</p> <p>Absence of Vision Statements: Lack of direction for traders' businesses.</p> <p>Limited Promotion: Flowers sold in Pasar Bunga are not well promoted.</p> <p>Low Sales Volume: Some traders face low sales.</p> <p>Perishable Inventory: High perishability requires quick sales.</p> <p>Seasonality of Demand: Fluctuating demand based on seasons and events.</p> <p>Lack of Differentiation: Many traders offer similar products, leading to price competition.</p> <p>Market Conditions: Need to monitor changing market conditions.</p>
<p>OPPORTUNITIES</p> <p>Youth Attraction: Potential to become a hotspot for young people and content creators.</p> <p>Memorable Moments: Opportunity to create beautiful experiences in the flower market.</p> <p>Quality Flower Production: Improving flower production and cultivation methods.</p> <p>Local Flower Supply: Potential to supply local flower needs.</p> <p>Education on Flowers: Increasing knowledge about flowers and their uses.</p> <p>Online Sales Expansion: Opportunity to reach a wider audience through e-commerce.</p> <p>Collaboration with Event Planners: Partnering with planners for bulk orders.</p> <p>Value-Added Services: Offering arrangements, decorations, home delivery, and paired sales.</p> <p>Sustainable and Organic Offerings: Catering to eco-conscious consumers with sustainable flowers.</p> <p>Product Range Expansion: Selling related products like vases or flower food.</p>	<p>THREATS</p> <p>Crowded Markets: Congested roads and crowded spaces complicate accessibility.</p> <p>High Competition: Intense rivalry among traders.</p> <p>Street Vendors: Presence of street vendors makes sales more challenging.</p> <p>Rising Rental Costs: Increasing costs for rental spaces impact profitability.</p> <p>Weather Dependence: Adverse weather can disrupt supply and quality.</p> <p>Transportation Issues: Traffic congestion affects delivery and freshness of flowers.</p> <p>Changing Consumer Preferences: Shift toward artificial flowers and digital gifts may reduce demand.</p>

As shown in Table 1, the company's strengths include offering a variety of fresh flowers and having committed traders. However, its weaknesses include stiff competition, the need for better facilities (toilets, garbage bins, parking, and signboards), lack of internal control, and the need to improve customer service. Opportunities for Pasar Bunga Rawa Belong include offering quality flowers, becoming a tourist destination, supporting local flower producers, and educating the public about flowers as an additional activity. EDIT Suggested strategies include expanding flower production, pairing flowers with other products, maintaining reasonable prices, improving accounting and financial controls, participating in flower competitions, enhancing customer service, advertising year-round, and offering community education on the importance of flowers. Strategies will be discussed further in the next section.

• STRATEGIES FOR LONG-TERM SUSTAINABILITY OF PASAR BUNGA RAWA BELONG

Located in Jakarta cityscape is Pasar Bunga Rawa Belong—a point where flower vendors converge to meet the varied demands of customers, with unique preferences and tastes in mind. To secure its lasting presence and success over time requires a strategy that encompasses elements such as effective marketing techniques expanding product offerings upholding ethical standards and implementing sound financial practices. Outlined below are a series of strategies aimed at nurturing and improving the markets viability amidst competition.

(1) Educational Marketing Campaigns

Educational marketing initiatives are crucial, in raising awareness about flower products and the services provided by vendors while highlighting their meanings as well as cultural importance through engaging mediums, like videos and infographics. Social networking sites can act as instruments in spreading this content to enhance customer interaction and loyalty.

(2) Enhancing Product and Shop Visibility

To attract more foot traffic, flower vendors should focus on making their shops visually appealing. Simple steps like using eye-catching signage, vibrant flower displays, or lighting that highlights their products can make a big difference. Social media, especially platforms like Instagram and Pinterest, can be powerful tools for promoting their

unique floral designs. Vendors can also host flower arrangement workshops or other community events to bring in new customers, offering them not just flowers but an experience they’ll want to share with others.

(3) Creating Memorable Advertisements

Both displaying the products and highlighting the presence of flower shops are essential, for getting noticed by customers. Shop owners can make use of social media platforms like Facebook and Instagram to exhibit a range of fresh flower arrangements and attract a broader audience. Moreover, enhancing the visibility of stores with eye catching signage, vibrant floral decorations and clever lighting strategies can attract people passing by. Hosting events, like flower arrangement workshops, live music performances and DIY floral classes can further boost customer engagement. Create experiences that strengthen brand loyalty.

(4) Educating Customers on Flower Gifts

Flowers are more than just decorations; they carry deep meanings. Educating customers about the symbolic nature of various flowers can lead to more thoughtful purchases. For example, sharing that yellow roses represent friendship or that chrysanthemums are often used in condolence arrangements adds emotional weight to the sale. Helping customers choose the right flowers for different occasions, whether it’s a birthday, graduation, or a "Get Well Soon" bouquet, fosters a personal connection with the product and builds customer loyalty.

(5) Promoting Potted Plants

Many people are drawn to the idea of having plants that last longer than cut flowers. By promoting potted flowering plants like spider plants, peace lilies, or snake plants, vendors can tap into a growing market of home gardeners. Providing simple care instructions and even offering workshops on how to maintain these plants can give customers the confidence to take up gardening. This not only adds value to the customer experience but also broadens the range of products the market can offer.

(6) Product Bundling

Flowers can be made even more special when paired with other thoughtful gifts. By offering product bundles—such as flowers with chocolates, fruit baskets, or even books—vendors can create unique gift packages that appeal to a wider audience. These bundles are especially popular for holidays and special events, as they save customers time and provide added value. This strategy can increase sales and give vendors an edge over competitors who only sell flowers.

(7) Participation in Flower Festivals

Flower festivals, like Jakarta’s Gebyar Bunga, offer a fantastic opportunity for vendors at Pasar Bunga Rawa Belong to showcase their unique designs and connect with a larger audience. These events are perfect for promoting new products and educating the public on flower care and gifting ideas. Vendors can create visually stunning displays that not only attract festival-goers but also leave a lasting impression, encouraging people to visit the market for their future flower needs.

(8) Government Support and Infrastructure Development

Sustainability in the flower industry also depends on external support. The government can play a significant role by improving infrastructure and providing training for flower vendors and farmers. Ensuring better roads and transportation facilities can help reduce costs and improve the freshness of products. Additionally, offering education on new agricultural techniques, market trends, and financial management can help vendors remain competitive. Support in promoting flower markets through tourism initiatives or official events would also enhance the market's visibility and profitability.

(9) Financial Management for Vendors

Staying on top of finances is key to long-term success. Flower vendors at Pasar Bunga Rawa Belong should maintain clear and accurate records of their expenses and profits. This includes tracking costs for materials, transportation, and labour, as well as understanding how much they need to sell daily or monthly to stay profitable. Simple accounting practices, such as determining a break-even point, can help vendors avoid financial pitfalls and ensure that their businesses remain sustainable in the long run.

(10) Adopting Ethical and Sustainable Practices

As consumers increasingly prioritize sustainability, flower vendors should take steps to adopt eco-friendly practices. This could involve sourcing flowers from farms that use organic methods, reducing plastic waste by opting for biodegradable packaging, and advising customers on how to reuse or compost wilted flowers. Vendors who embrace

sustainability will not only meet customer demands but also enhance their reputation as responsible businesses. This, in turn, can lead to increased customer loyalty and a stronger, more ethical brand image.

CONCLUSION

Research on cut flowers and ornamental plants plays a pivotal role in supporting the growth of the floral industry and solving the challenges faced by flower growers. By providing innovative solutions, such as disease-resistant varieties or advanced cultivation techniques, growers can produce higher-quality flowers, ensuring that cut flower sellers at Pasar Bunga Rawa Belong have access to premium products. With better flowers, these sellers can increase their profit margins, which, in turn, boosts the overall vitality of the market.

For this success to be sustainable, collaboration between market stakeholders and the government must be strengthened. The government’s role in providing infrastructure, technical training, and financial support is critical in helping vendors thrive in a competitive market. Strengthening these partnerships can ensure that flower sellers' futures are secure, and they can continue to operate in an increasingly challenging economic environment.

The domestic market's development is another crucial component of long-term success. For traders to succeed, they need education not only in the practical aspects of flower arrangement but also in the deeper meanings and symbolism of flowers in different contexts. Knowledge of floral arrangements, accounting procedures, internal controls, and marketing strategies will equip them with the tools to run their businesses more effectively. By understanding market trends and maintaining sound financial management, vendors can improve their decision-making processes and optimize their operations.

Additionally, aggressive marketing and promotional efforts are essential in raising public awareness about the beauty and significance of flowers. Campaigns that highlight the emotional and cultural value of flowers in various life events—such as weddings, anniversaries, and funerals—can create a stronger connection between customers and the product. By informing people of how flowers enhance human experiences, traders can position their products not just as commodities, but as meaningful, emotional gifts.

The future of Pasar Bunga Rawa Belong lies in its ability to adapt to changing market demands and embrace new opportunities for growth. By focusing on education, effective marketing, sustainability, and sound financial practices, the market can secure its place as a vibrant and sustainable part of Jakarta’s floral industry. Combining these strategies with government support and an ethical approach to business will not only attract more customers but also ensure that vendors thrive in the competitive flower market for years to come.

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DISCLAIMER

This paper was developed using AI as a tool to assist in the writing process. While AI contributed to enhancing efficiency, the ideas, structure, and overall meaning have been thoroughly crafted and reviewed by the author to ensure accuracy and coherence.

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