

DIGITAL PROMOTION MEDIA FOR THE ORNAMENTAL PLANTS TRADER DURING COVID-19 PANDEMIC

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ABSTRACT

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The current uncontrolled Covid-19 pandemic has become a big problem, causing many retail outlets to go bankrupt, unlike the growing ornamental plant business in Indonesia, because more and more people are starting to collect ornamental plants. Caring for ornamental plants is a new trend for activities at home during the Covid-19 pandemic. Homeland business people are starting to realize the importance of implementing digital transformation in trade in the midst of during this pandemic because all activities are carried out from home. The theory used in this research is John December's Computer-Mediated Communication (CMC) Theory and Pierre Levy's New Media Theory. CMC is a process of human communication through computers that involves an audience in a certain context, and uses the media for a specific purpose. Pierre Lévy argues that new media is a theory that discusses the development of media. Pierre Levy sees the World Wide Web (www) as an open information environment. Flexible and dynamic, enabling people to develop new knowledge orientations. This research method is qualitative research. The paradigm used in this research is constructivist. The data for this study were collected by interviewing informants. The results of this study indicate that ornamental plant traders on Jalan Menara Anteve Kavling DKI, West Jakarta, use digital media to promote their ornamental plants. WhatsApp, Facebook, Instagram, YouTube, Shopee, Tokopedia, and personal blogs are platforms used by ornamental plant traders to promote their ornamental plants at the ornamental plant sales center on Jalan Menara Anteve Kavling DKI West Jakarta. When conducting digital promotions, merchants use smartphones exclusively. This means that the ornamental plant traders on Jalan Menara Anteve Kavling DKI West Jakarta are less creative and have not maximally used various computerized communication facilities.

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1. Introduction

The Covid-19 pandemic has created a new phenomenon for the ornamental plant business. The business of buying and selling ornamental plants is increasingly skyrocketing in Indonesia, due to more and more people starting to collect ornamental plants. According to Dewa & Safitri (2021), due to the Covid 19 pandemic, many people are staying at home, and this condition makes them look for ways not to feel bored and bored as long as they are only at home, and can still be creative or work, including by collecting plants. ornamental. This is also in line with the article written by Willen Jonata on the online media tribunews.com, that collecting and caring for ornamental plants can indeed relieve stress, improve mood and make the heart happy, as well as a way to beautify the house. Other benefits can also be used as a profitable business area, because it can be traded (Jonata, 2021).

The trend of buying and selling ornamental plants is increasingly widespread among the public, both at the high class level, and the common people. Moreover, until the end of 2021 the Covid-19 pandemic is still not over, it is estimated that the trend of collecting and caring for ornamental plants in 2022 will continue to exist, especially among mothers and those who like to grow crops. The following illustrates examples of types of ornamental plants that are currently in great demand by many consumers, such as aglonema, bromelia, anthurium and others (Ref. Table 1.1).

Tabel 1.1.
Types of Ornamental Plant Trends for 2020-2021

No	Jenis Tanaman	Kisaran Harga
1	Monstera Obliqua	Puluhan juta rupiah
2	Monstera Variegata	Jutaan – puluhan juta rupiah
3	Aglonema Golden Hope	5 juta – 30 juta rupiah
4	Anthurium Veichiiking	25 – 35 juta rupiah
5	Anthurium Warocqueanum	1 juta – 2,5 juta rupiah
6	Rhaphidophora Tetrasperma	400 ribu – 1,4 juta rupiah
7	Philodendron Pink Princess	Jutaan – puluhan juta rupiah
8	Philodendron Bilietiae	Puluhan juta rupiah
9	King Monstera Variegata	Jutaan – puluhan juta rupiah

Source : <https://www.cnnindonesia.com/>

Promotion is an effort to notify or offer products or services with the aim of attracting potential consumers to buy or consume them. The online market ecosystem is increasingly in demand by consumers in Indonesia during the Covid-19 pandemic. But ironically, not all ornamental plant traders do this, in the sense that not all ornamental plant traders are aggressively promoting using digital media. Even though digital technology is at hand, cheap or does not require a lot of money, and is not in an area that is difficult to signal, the fact is that not all ornamental plant traders want to use digital media as a promotional medium for their ornamental plants.

Not all ornamental plant sales centers can be found through search engines (Google). There is a place that is a center for selling ornamental plants, namely on Jalan Menara Anteve Kavling DKI Jakarta, West Jakarta, the center for selling ornamental plants after researchers tried to find data through a search engine (Google) did not find data about the center for selling these plants. Whereas the ornamental plant sales center on Jalan Menara Anteve Kavling DKI West Jakarta has a fairly large area and also a large number of traders, which is around more than 50 traders who sell ornamental plants there. From the results of online searches by

researchers and no search results were found, it proves that so far the center for selling ornamental plants on Jalan Menara Anteve Kavling DKI West Jakarta is not well publicized online.

This has become an interest for researchers to be able to conduct research on ornamental plant traders on Jalan Menara Anteve Kavling DKI, West Jakarta. In stark contrast to the absence of online search results, many traders there have used digital media technology in their promotions, either through Whatsapp, social media or Marketplaces such as well-known online shops.

2. Method

The paradigm used in this research is the constructivist paradigm. The constructivist paradigm is a paradigm that is almost the antithesis of an understanding that puts observation and objectivity in finding a reality or science. According to Hidayat (2003:30), this paradigm views social science as a systematic analysis of socially meaningful action through direct and detailed observations of the social actors concerned in creating and maintaining their social world.

Researchers use a subjective approach because that way can describe the construction and combine it in a consensus. This process involves two aspects, including hermeneutics and dialectics. Hermeneutics is an activity in assembling texts – conversations, writings, or pictures. Meanwhile, dialectics is the use of dialogue as an approach so that the subject under study can be analyzed and compared with the researcher's way of thinking. That way, harmonization of communication and interaction can be achieved to the maximum.

This research uses the case study method. According to Creswell (1998), the position of case studies is in the tradition of qualitative research in general (Biography, Phenomenology, Grounded Theory, and Ethnographic studies). Case studies are recognized as one of the scientific research methods in a qualitative approach. The focus of a case study is the specification of a case in an incident whether it includes individuals, groups, cultures, or a portrait of life.

The data collection begins with interviewing informants and ends with the umpteenth informant as a source who is no longer able to provide new information. The point is to stop at the umpteenth informant when the information is "out of quality" through the snowball technique,

In this study, the informants are ornamental plant traders on Jalan Menara Anteve, Plot DKI, South Meruya, West Jakarta. In selecting informants, the researchers made several criteria so that the selected informants could be represented in the data collection process, some of these criteria were as follows: 1) Trading at the Ornamental Plant Sales Center on Jalan Menara Anteve, a plot of DKI Meruya Selatan, West Jakarta for at least 5 years; 2) Have an Android phone; 3) Have internet network and able to apply internet; 4) Have Whatsapp; 5) Have at least 1 social media. According to (Suprayogo and Tobroni, 2001), the unit of analysis is something related to the focus or component under study. The unit of analysis of research can be in the form of individuals, groups, organizations, objects, and a certain time according to the focus of the problem, the unit of analysis in the form of institutions or organizations can be in the form of organizations on a small/limited scale. By considering the above and limiting the research, the research location and the unit of analysis in this study were determined purposively to be

carried out at the Ornamental Plant Sales Center on Jalan Menara Anteve Kavling DKI West Jakarta.

According to John Lofland and Lynn Lofland (2004:112), the main data sources in qualitative research are words and actions (primary data), the rest are additional data (secondary) such as documents and others. In research, researchers collect data from various sources. To support this research, researchers took data at the Ornamental Plant Sales Center on Jalan Menara Anteve Kavling DKI West Jakarta.

Data collection techniques in this study, for primary data, used semi-structured interviews. This refers to Lofland and Lofland in Moleong (2017:157) which states that the main data sources in qualitative research are words and actions, the rest are additional data such as documents and others (Moleong, 2017). Semi-structured interviews or focused interviews are often used in qualitative research. The purpose of conducting interviews, as emphasized by Lincoln and Guba (1985:266), among others: constructing about people, events, organizations, feelings, motivations, demands, concerns, etc. In order to get the expected data, the author uses an interview guide technique stated by Patton (2002, in (Moleong, 2017, p. 186), namely by making a question guide in order to get a deep understanding. Semi-structured interviews were conducted with several sources from the Ornamental Plant Sales Center on Jalan Menara Anteve Kavling DKI West Jakarta.

As for collecting secondary data, using literature studies and social media track records of traders who became research informants.

After the data is collected using interviews, as well as a literature study, then the next step is to select and reduce data. After data reduction, data analysis was carried out. The technique used in analyzing the data using non-statistical methods is qualitative analysis. The data obtained from the research are reported as is, then analyzed and presented descriptively to get an overview of the facts and to answer questions in the formulation of the problem.

Validity in communication research refers to the degree to which the data obtained accurately represent the reality or phenomenon under study. To prove the validity of the data obtained, in this study, the validity test that researchers used was triangulation. The triangulation method is a process of comparing and checking back the degree of trustworthiness of information obtained through different times and tools. According to Lexy J. Moleong (2017: 330), triangulation is a data validity checking technique that utilizes something other than the data for checking purposes or as a comparison against the data. Triangulation has two strategies, namely: 1) Checking the degree of confidence in the findings of several data collection techniques; 2) Checking the degree of confidence of several data sources with the same method. With the triangulation technique with sources, researchers compare the results of interviews obtained from each source or research informant as a comparison to check the truth of the information obtained.

3. Results and Discussion

According to December (1997), the process of human communication through computers involves audiences, in certain contexts, and for certain purposes. The communication process is mediated by technology that allows the exchange of data and information. Cantoni and Tardini (2006, p.45) in (Nasrullah, 2016, p.79) define CMC (Computer Mediated Communication) as interactions between individuals that occur through computers. So this communication occurs along with the development of information technology and

computer equipment. However, it is not only computers that are a medium of communication within the scope of CMC. Other devices such as laptops, smartphones, tablets and other types of devices are also a medium in this theory. (Pratiwi Aprilianti, Madanacaragni, 2020, p.122).

The same is true for traders on Jalan Menara Anteve Kavling DKI Meruya Selatan during the 2021 Covid-19 Pandemic. They also take advantage of developments in information technology to promote their ornamental plants. The form of media chosen is a smartphone, and not a computer or laptop and tablet. This option appears because they only have that device. Apart from the reason that the price is cheap, also because smart phones are easier to use and familiar in their hands.

In addition, according to December (1997) in CMC theory, computer-mediated communication patterns allow a person to communicate using computer-based communication tools, supported by internet devices and applications that allow us to read the latest news from online newspapers. playing virtual games that allow us as if playing with someone but that person is not near us, we can chat, discuss, with someone wherever they are, even the current trend of business is to use online media, with the existence of network media social networks such as Facebook, Twitter, BBM, Instagram, and many other social networks (Arnus, 2015, p.278).

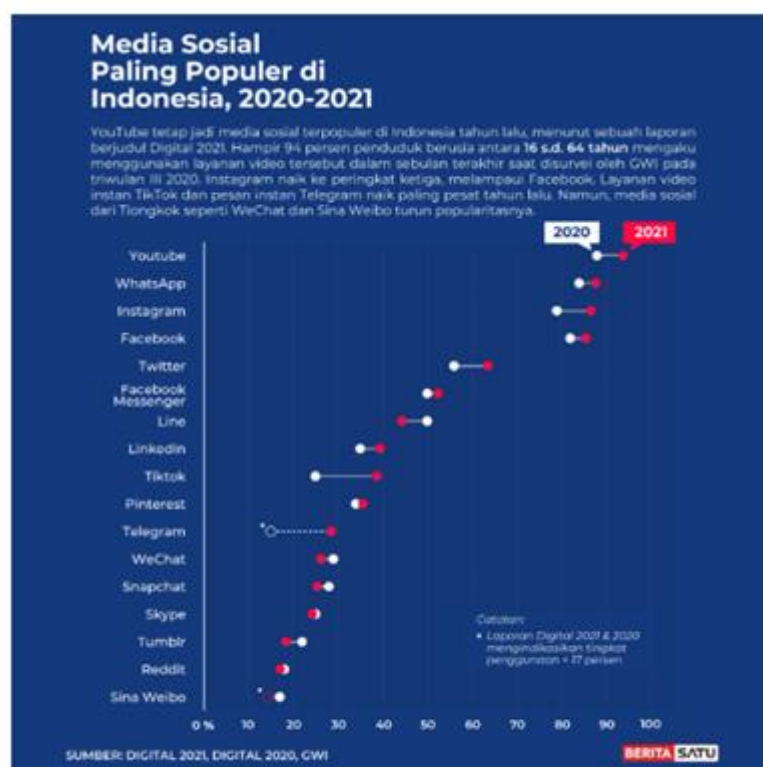


Figure 2. Most Popular Social Media in Indonesia in 2020-2021

Source: www.beritasatu.com

This is not the case with the results of this research. From the results of interviews, it is known that, in the interest of promoting ornamental plants sold by traders on Jalan Menara Anteve Kavling DKI Meruya Selatan during the Covid-19 Pandemic, they confessed as follows: 1) Never used computer-based communication tools to communicate. read the latest news from online newspapers about ornamental plant trends; 2) More frequent use of smartphone-

based communication tools to play virtual games; 3) Through smartphones owned by ornamental plant traders on Jalan Menara Anteve Kavling DKI Meruya Selatan, it is very possible for interaction and exchange of data and information. This happens through their social media groups such as whatsapp and facebook. Through chat rooms on social media, traders exchange information about the development of ornamental plant trends, the development of ornamental plant prices, to the opportunity to become a reseller, because in the world of ornamental plants, even a wholesaler of ornamental plants can become a reseller of one another.

So it can be understood, in the analysis of CMC theory, as for how to use digital media for the promotion of ornamental plants to traders on Jalan Menara Anteve Kavling DKI Meruya Selatan during the COVID-19 pandemic, namely only by using a smartphone. This means that the ornamental plant traders on Jalan Menara Anteve Kavling DKI Meruya Selatan have not been creative and maximal in utilizing various computer-based communication tools. In a sense, they still need training on how to use various computer-based communication tools.

In the theory of new media (Pierre Levy), there are two views, the first is the view of social interaction, which distinguishes the media according to their proximity to face-to-face interaction. Pierre Levy views the world wide web (www) as an open information environment. Flexible and dynamic that allows humans to develop new knowledge orientations. The second view is the view of social integration, which is a picture of the media not in the form of information, interaction, or dissemination, but in the form of rituals, or how humans use the media as a way of creating society. Media is not only an instrument of information or a way to achieve self-interest, but presents us in several forms of society and gives us a sense of belonging (Herlina, 2017). If you borrow this opinion, it can be understood as follows: 1) From Pierre Levy's first point of view, the world wide web (WWW) is an open information environment, but has not been fully utilized by ornamental plant traders on Jalan Menara Anteve Kavling DKI Meruya South. Researchers can say this because when researchers conducted an online media survey looking for news about ornamental plant sales centers on Jalan Menara Anteve Kavling DKI using the google search engine, researchers did not find news or news articles discussing ornamental plant sales centers on Jalan Menara Anteve Kavling DKI. That way it can be interpreted that the ornamental plant traders have not been well publicized, have not been touched by the news hunting media, especially news or articles about ornamental plants. And these traders also have never tried to publish their store activities or their ornamental plant promotion activities so that they can be better known among the people who try to find information using search engines; 2) According to the second view, it is said that the media is not only an instrument of information or a way to achieve self-interest, but presents us in several forms of society and gives us a sense of belonging (Herlina, 2017). This is not the case that is understood by the ornamental plant traders on the Anteve Tower Road, South Meruya City Lot. Recession due to the covid-19 pandemic, ornamental plant traders are more independent so they can survive and continue to exist with their respective businesses. From some of the traders who are active as members of the organization or members of their community, they can get more information through their organization. They can get information about ornamental plant events and competitions which are held regularly either per semester or annually. Those who are active members of the organization form their own small community and belong to and help each other. But for traders who do not participate in any one organization, they must be able to survive on their own and compete strongly with promotions that are still very simple.

According to Barry Callen (2010, p.2) in (Panuju, 2019, p.8) Marketing Communication is anything your entire organization does that affects behavior or perceptions. your customers. The marketing communication process is your conversation about what they have to say as you listen to your customers' complaints based on those complaints you send them a message. Kotler and Keller (2016) in (Widayati & Augustinah, 2019) Marketing Communication as a way for companies to inform, invite and remind consumers either directly or indirectly about a product or brand it sells. Meanwhile, according to Kennedy and Soemanagara (2006) in (Rumondang Astri, et al, 2021). Marketing communication is characterized as follows: 1) Marketing communication is complex, meaning that it is not as simple as we talk with colleagues at work or with family at home; 2) Marketing communication has a goal to be achieved, namely increasing income (profit); 3) Can grow a person's desire to have or get a product.

According to Boom and Bitner (Hasnidar, 2021, pp. 82-92), there are 7P elements of marketing communication, namely, product (product), place (place), price (price), promotion (promotion), people (people), physical evidence (physical evidence), and process (process).

From the elements of marketing communication, ornamental plant traders in the anteve tower of the DKI Meruya Selatan Lot introduced ornamental plant products by utilizing social media such as whatsapp, facebook and instagram. The products and collections of ornamental plants they sell and offer to consumers they usually make photos, each product is photographed according to the type of ornamental plant, then the traders will post or share photos of each product to various social media they have such as whatsapp, facebook and Instagram. Some of the ornamental plant products they sell are also available in the catalogs in the galleries of each social media. So that consumers can see directly the ornamental plant products from each trader. In each photo of the product, the names and types of ornamental plants are included. Even more detailed, the prices and sizes of these ornamental plants have been listed. In addition to displaying products by posting or sharing photos of ornamental plants, traders also usually do live on Facebook, when traders do live or live broadcasts, traders directly display the products being sold.

To introduce a *place* for selling ornamental plants, there are several ways that traders do, namely they introduce the place through social media profiles. The social media they have such as Facebook, Instagram and WhatsApp profiles are set and written the full name and address of the plant shop. In addition, the traders also create video content which they usually *upload* and display on their youtube channel, in the video they explain the name of the store and the full address of the store. For marketplaces such as Shopee, Tokopedia, the store profile must or must write down the store address.

In introducing the price of ornamental plants sold, ornamental plant traders include prices on their photo posts of ornamental plants on social media such as Facebook and Instagram or in the captions of posting photos of ornamental plants being sold. For the marketplace, it is certain that the price is listed on each product.

For promotion, the method used by ornamental plant traders on Jalan Menara Anteve Kavling DKI Meruya Selatan is still very simple. Only by taking advantage of features on social media such as WhatsApp, Facebook and Instagram. The traders post photos and videos of ornamental plants that will be sold to their online media. Some traders already use youtube and they create ornamental plant promotional content through youtube. There are also those who use the services of YouTubers just to cover their ornamental plant shops. Then the

coverage is shown on the youtuber's YouTube channel. In addition, they also take advantage of the WhatsApp status feature to always be able to promote the ornamental plants they sell.

The way for ornamental plant traders to introduce *people* who sell ornamental plants is through all online media profiles owned by traders. They set the profile by displaying the photo of the owner and the identity of the owner, so that consumers know the owner of the store.

To introduce physical evidence in the form of ornamental plants, traders only do it by sending photos or videos of the ornamental plants. Usually consumers want to know in detail the size or size of the ornamental plants offered. To make it easier for consumers to understand, traders use other objects as a comparison for the size of ornamental plants, such as cigarette packs, mineral water glasses or mineral water bottles.

The ornamental plant traders on Jalan Menara Anteve Kavling DKI, besides posting photos of ornamental plants, they also make videos about how to take care of plants, make planting media and also about how to multiply plants such as with plant cuttings. This is done to introduce the process that occurs in their ornamental plant shop.

There are many definitions of promotion. Among them, as stated by Suryadi (2011, p.8) in Marina, et al (2016) promotion is a series of activities to communicate, provide knowledge and convince people about a product so that they recognize the greatness of the product, buy and use the product, also bind thoughts and feelings in a form of loyalty to the product.

From the notion of promotion, of course promotion also has a purpose, as for the purpose, as explained by Kotler (2003, p.29) in Sinta (2015) which is divided into three namely, providing information to customers; to influence customers; and to remind customers about the company and the products it offers.

To do a promotion, of course, it takes the right method. Regarding promotion methods, according to Kotler and Keller (2016, p, 582), currently there are about 12 promotion methods. Starting from, *Advertising, Sales Promotion, Public Relations, Publicity, Personal Selling, Interactive Marketing (Internet), Direct Selling, Event Marketing, Word of Mouth, Sponsorship Marketing, Social Media Marketing, and Mobile Marketing*.

If you quote this explanation, it can be explained that the ornamental plant traders on Jalan Menara Anteve Kavling DKI, Meruya Selatan of course also use the 12 Promotion Mix method. The merchants apparently only used 10 methods out of the 12 Promotional Mix methods, namely the role of traders using only *Advertising, Sales Promotion, Publicity, Personal Selling, Interactive Marketing (Internet), Direct Selling, Event Marketing, Word of Mouth, Social Media Marketing, and Mobile Marketing*.

To advertise ornamental plant traders on Jalan Menara Anteve Kavling DKI Meruya Selatan, they use online media such as WhatsApp, Facebook, Instagram and Youtube. For WhatsApp, Facebook and Instagram they make more videos by creating video content about ornamental plants that will be sold, then making photos by including the product name and product price in each photo of the plants sold. For YouTube, they are more focused on making videos whose content is videos of ornamental plants or videos of locations where they sell ornamental plants, and some traders also use the services of YouTubers to cover their stores and display them on the YouTuber's YouTube channel.

To make a sales promotion is by doing live streaming on Facebook and Instagram to display and offer ornamental plants for sale. To make some traders publicity through participation in ornamental plant contests and ornamental plant competitions. For traders who do not take part in contests or competitions, they publish on WhatsApp status, Facebook and Instagram. To make personal intering, the merchants offer new products to each customer

by using WhatsApp and directly sending a private message to the customer. So if anyone is interested in buying, the sale and purchase transaction or price bargaining will take place via WhatsApp. To make interactive marketing by utilizing live streaming on Facebook and Instagram. Some traders routinely live stream offering and promoting the ornamental plants they sell and if there are consumers who are interested during live streaming, they can contact directly via whatsapp or whatsapp video calls. To make direct selling by utilizing live streaming found on Facebook and Instagram, just like they did when making interactive marketing. To create a marketing event by actively becoming a member of an ornamental plant association or organization. So that by becoming an active member of the association or organization, you will certainly get a lot of information about various ornamental plant events. And take part in the event, both regional and national events which are held regularly, either annually or every six months. To make word of mouth by sending private messages via Whatsapp to customers and also accepting traders or non-traders who want to become resellers. To create social media marketing by creating video content of ornamental plants and also photos of plants to be posted to various social media . And also create social media marketing by creating video content to be posted to various online media. To make mobile marketing using an android smartphone, using a cellphone to create promotional content. For sponsorship marketing and public relations, ornamental plant traders do not make or do it. Due to public relations they do not have the competent human resources to be their shop's PR and also they have to incur additional costs to hire or pay the fees. While sponsorship marketing they also do not do because it requires funds or costs large enough to sponsor an activity.

From all these explanations regarding how ornamental plant traders make a promotional mix by utilizing digital media, the pandemic has changed the form of promotion which initially they were just waiting for buyers to come to the store, due to the covid-19 pandemic, PSBB and PPKM rules and *work from home* finally made merchants must be technology literate, changing promotion methods using digital promotions.

Digital promotion has finally become part of the activities that traders must routinely do, in order to reach the market and consumers during the pandemic. Consumers of ornamental plants are very diverse and not limited by age, because anyone can have a hobby of ornamental plants, ranging from teenagers, housewives, agencies or offices or companies.

Unfortunately, the regular promotional activities carried out by the traders in their spare time while guarding shops, caring for plants and also serving transactions, have not been managed properly. Traders post their promotions to their online media without a regular schedule, meaning that digital promotions are made conditionally when there are new ornamental plant products that they must promote and offer to consumers. It can be said that digital promotion has not become part of the lifestyle or *lifestyle* of traders.

Digital media is media whose content is in the form of a combination of data, text, sound, and various types of images that are stored in digital format and disseminated through networks based on broadband optical cables, satellites and microwave systems (Flew, 2019, pp.11-12). Digital media used for digital promotion include, *Website*, *Blog*, *Social Media* (Instagram, whatsapp, facebook), *Interactive Audio Video* (Youtube, *Interactive Audio* (podcast, soundcloud, spotify, Display) and *Marketplace* (shopee, tokopedia, Bukalapak).

Traders at the Ornamental Plant Center on Jalan Menara Anteve, Kavling DKI, and Meruya Selatan use digital media or online media to promote ornamental plants in the center for selling ornamental plants they sell. Promotions that are carried out are mediated by computers using several online media. The name of platform used by ornamental plant traders

at the center for selling ornamental plants in Jalan Menara Anteve for the promotion of ornamental plants is WhatsApp, Facebook, Instagram, YouTube, Shopee, and Tokopedia. Among these platforms, the most widely used by ornamental plant traders on Jalan Menara Anteve Kavling DKI Meruya Selatan are WhatsApp and Facebook.

Ornamental plant traders on Jalan Menara Anteve Kavling DKI, Meruya Selatan have experienced the benefits of computer-mediated digital promotions that they have been doing so far. With the *online media* that they use, such as Facebook and WhatsApp, traders can reach customers who are far away without having to meet face-to-face and even reach customers abroad, contacting customers wherever the customers are in a shorter time and faster time.

Another benefit that is felt by ornamental plant traders with digital promotion is that transactions are made easier. So that indirectly can also increase sales of ornamental plants. Easier access so the opportunity to get new customers is greater, at a lower cost even almost free, because the merchants only use free applications not paid ones.

However, even though traders have computer-based communication tools, namely android phones supported by internet devices, internal memory with RAM capacity above 3GB, and storage capacities ranging from 32 GB to 128 GB, all of which are quite adequate and even very supportive to be able to download applications such as graphic design or video editing applications that traders can use to create attractive digital promotional content. The time for merchants to post their promotions to their online media also lacks regularity, where traders do not understand when it is crowded with internet visitors (*peak season*) and when there are few internet visitors (*low season*).

From this explanation, it can be concluded that the ability and knowledge of traders about digital promotions and also about how to create attractive promotional content is still very minimal. There is a need for guidance and training regarding digital promotion.

Ornamental plant traders on Jalan Menara Anteve Kavling DKI, South Meruya use New Media, namely cell phones as a medium of communication, but unfortunately, they use cell phones only to play games, chat, or chat or just browse or search using a search engine, which turns out to be what they use it not to know or learn about how good digital promotion is done but only for personal entertainment purposes. From all of this, it can be seen that limited human resources are an obstacle for traders to able to develop digital promotions. Their knowledge is lacking and there is no desire to develop themselves by attending training or seminar on digital promotion. They prefer to use digital media for promotion in a very simple way and knowledge.

The way ornamental plant traders on Jalan Menara Anteve Kavling DKI, Meruya Selatan in introducing their products through digital promotions is still very simple, only by sharing or posting photos and videos of ornamental plants through their online media. Their limitations in the use of technological devices such as computers or laptops as well as graphic design applications or video editing are obstacles for traders in utilizing digital media for the promotion of ornamental plants. So it takes encouragement and motivation so that traders want to develop themselves and increase their knowledge about digital promotion and mastery in using and utilizing digital media.

According to Widayati and Augustinah (2019), they said that apart from being cheaper, it could reach many people, and the promotion process was also considered easier and faster. The advantages of promotion through digital media are that the costs tend to be cheaper, the implementation is easier and faster, and can reach internet users all over the world.

Based on this explanation, ornamental plant traders on Jalan Menara Anteve Kavling DKI, South Meruya experienced a few obstacles, namely when they used the internet for digital promotions, access speeds, and internet signals were different even when the weather was bad the internet network became bad too.

Ornamental plant traders on Jalan Menara Anteve Kavling DKI, Meruya Selatan use Facebook, Instagram, WhatsApp, YouTube, Shopee, and Tokopedia, when they carry out digital promotions, especially on marketplaces such as Shopee and Tokopedia, there are obstacles that traders encounter, namely the difficulty of determining the right price. compete, because price competition with competitors is very tight. Traders will lose buyers if they have to set a price that is too high.

Table 2
Methods of Utilizing Digital Media for Promotion of Ornamental Plants to Traders
on Jalan Menara Anteve Kavling DKI Jakarta Barat

No	Ornamental Plant Traders Digital Media	Methods of Utilization by Ornamental Plant Traders
1	Whatsapp	Through the Whatsapp status feature, ornamental plant traders always update their status in the form of photos of ornamental plants being sold and also if there are new products. Video call feature for direct interaction with customers and consumers as well as personal messages to customers for new product offers
2	Facebook	Share photos and videos of ornamental plants. Live streaming to offer new products and interact directly with customers.
3	Instagram	Share photos and videos of ornamental plants. Live IG to interact directly with customers regarding new products.
4	Youtube	Plant care video content. Using Youtuber services to cover.
5	Shopee	Opening an online store at Shopee, determining competitive prices for ornamental plants.
6	Tokopedia	Opening an online store at Tokopedia, determining competitive prices for ornamental plants.
7	Blog Pribadi	Publication of store activities and sales of ornamental plants by posting on blogs.

4. Conclusion

Traders on Jalan Menara Anteve Kavling DKI Meruya Selatan during the 2021 COVID-19 pandemic recession use digital media for the promotion of ornamental plants, namely: 1). Via WhatsApp, take advantage of the WhatsApp status feature; 2). Through **Facebook**, by sharing photos and videos of ornamental plants, live streaming for direct product offers; 3). Through **Instagram**, by sharing photos and videos of ornamental plants and live Instagram for direct interaction with customers; 4). Through **YouTube**, by creating video content on plant care and using the services of YouTubers; 5). Through **shopee**, by opening an online shop at Shopee and determining competitive prices; 6). Through **Tokopedia**, by opening an online store at Tokopedia and determining competitive prices; 7). Through **blogs**, the publication of store activities, and also the sale of ornamental plants by posting on personal blogs. The benefits of digital media for the promotion of ornamental plants to traders on Jalan Menara Anteve Kavling DKI Meruya Selatan during the COVID-19 pandemic in 2021, namely: easier access so that the opportunity to get new customers is greater, time is faster and shorter even

in seconds, cost cheaper even almost free, sales can increase, transactions are easier to customers, and wider reach even to overseas. Barriers to the use of digital media for the promotion of ornamental plants to traders on Jalan Menara Anteve Kavling DKI Meruya Selatan in the 2021 recession period are 1). **Obstacle human resources**, such as the lack of human resources who understand and master digital promotion and also the maximum use of digital media; 2). **Obstacle facilities and infrastructure**, such as equipment and devices only limited to *cellphones*, no laptops or computers, so there are limitations in creating attractive digital promotional content; 3). **Obstacle technology**, due to lack of mastery of design applications or video editing to create content, 4). **Obstacle competitors**, due to fairly tight price competition with competitors; 5). **Obstacle weather**, bad weather when it rains affects internet signal.

Suggestion

In learning marketing communication, it is important to provide campus facilities in the form of a digital media laboratory, because not all students have adequate *mobile phones* for various digital media platforms that can be used for promotion. For facilitators or organizers of digital promotion training for ornamental plant traders, it is hoped that the results of this study can be used as an illustration of how to use digital media for the promotion of ornamental plants to their traders, along with its benefits, as well as obstacles, such as during the COVID-19 pandemic in 2021. For ornamental plant traders on Jalan Menara Anteve Kavling DKI, I hope the results of this research can be a mirror that describes the real conditions on how to use digital media for the promotion of ornamental plants to traders on Jalan Menara Anteve Kavling DKI Meruya Selatan during the COVID-19 pandemic in 2021 so that they can be even more motivated to learn in utilizing various digital media platforms for the promotion of ornamental plants sold.

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