

TREND OF PLANTING ORNAMENTAL PLANTS: PHENOMENOLOGY STUDY OF PEOPLE IN SARUA PERMAI SOUTH TANGERANG

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Abstract: *During the Covid-19 pandemic is not a barrier to doing various activities, there are restrictions to gather and leave the house making a lot of free time at home. One of the things that many people do at home is to plant ornamental plants, seeing the state of the purpose of this research is to find out about the trend of planting ornamental plants during the pandemic in Sarua Permai South Tangerang. The research method used is qualitative with phenomenological approach, the number of samples of 4 speakers and 1 informant in Sarua Permai South Tangerang. The result obtained from the research is the trend of planting ornamental plants not only fill the free time but become a lifestyle, the type of ornamental plants that are trending are Agloenema, Keladi, Sencivera, Monstera, Orchids and Sirih-sirihan, caring for ornamental plants provide a sense of satisfaction, factors where to buy and price is not an obstacle because information about ornamental plants is easy to get even during the pandemic that is online.*

Keywords : *Trend, Planting, Ornamental Plants*

INTRODUCTION

In the situation of the Covid-19 pandemic is not a natural, people usually do activities freely, now the wiggle room is limited, only for essential purposes once just out of the house. This makes people become bored and start looking for activities around their homes. Work and school activities are still carried out even from home, therefore there is time left that usually runs out of time on the way to reach work, school, or time to do activities outside the home. People start to open the internet more often to find out the information that is developing outside because it can not come out freely, but the boredom is not just lost by simply reading the news on the internet. (Kontributor 1 2020) advise some activities that can fill your free time so as not to get bored, namely: learn new things, set goals for exercise, try new foods, redecorate the room and gardening. (Yuliana 2020) also discuss gardening tips to fill your free time.

A lot of free time to make (Mahardika 2020) even suggest to do business urban farming, because many benefits in addition to learning to do business can also add income. Other benefits of planting during a pandemic are reducing anxiety, maintaining positive thoughts, improving confidence, improving mood, these benefits are reviewed by (Putri 2020).

Filling useful free time is a consideration during the pandemic, planting activities in the yard although the yard is limited attracts a lot of people because it is cheap and fun (Parwati 2020) planting makes the mind not only focused on the

events of Covid-19, the mind can be distracted to plants and people have the spirit to live life rather than just lamenting the pandemic situation. These data show that Indonesia with its ornamental plant potential pays attention to the development and trends of ornamental plants.

Table 1. Production of Potted Plant and Other Ornamental Plant in 2017-2018

No.	Jenis Tanaman Type of Plant	Produksi (potlon) Production (pot)		Selisih Absolut Absolute Difference	Perkembangan Growth (%)
		2017	2018		
(1)	(2)	(3)	(4)	(5)	(6)
Tanaman Pot/Potted Plant					
1	Philodendron/Philodendron	10.361.274	14.755.405	4.394.131	42,41
2	Dicentra/Dicentra	2.382.495	7.081.323	4.698.828	197,22
3	Pakis/Leather Leaf/Fern	5.250.812	4.184.945	-5.065.867	-54,76
4	Pedang pedangan/ Samsivina ¹	1.151.963	1.400.080	298.117	17,46
5	Hariwang/Condyne	365.421	1.108.171	742.750	203,26
6	Soka/leora	1.030.734	1.092.754	62.020	6,02
7	Anthurium Daun/Anthurium	1.399.861	959.447	-440.414	-31,46
8	Sri Rejeki/Aglonema	874.822	853.544	-21.278	-2,43
9	Kamboja Jepang/Kenium	1.000.317	752.155	-248.202	-24,81
10	Euphorbia/Euphorbia	562.156	385.869	-176.287	-31,36
11	Keladi Hias/Colodium	264.670	193.015	-71.655	-27,07
12	Balancong/Diefenbacia	176.559	143.699	-32.860	-18,61
13	Monstera/Monstera	34.419	30.537	-3.882	-11,28
Tanaman Hias Lainnya/ Other Ornamental Plant					
1	Melati/Lavender ²	24.514.175	32.578.506	8.064.331	32,90
2	Palaes/Palaes	913.770	745.544	-168.226	-18,41

Sources 1 (Hortikultura 2019)

Previous research related to this research can be seen from two aspects, namely previous research on:

Ornamental plants are associated with their influence on consumer behavior, while in this study discussed is the trend of planting ornamental plants. Filling free time with planting became a trend, evidence of several months during the Covid-19 pandemic to make news on social media or online newspapers discussing this activity. Previous

research on ornamental plants and trends (sources of information from journals and magazines):

1. The Trend of Planting And Use of Herbaceous Plants Among the Malay Community Behind the Island, Penang is the title of the research of (Gapor and Echoh 2013) who get the following results: Malay people behind the island still maintain the concept of the case through the planting of various types of herbaceous plants that are often used such as lemongrass, pandanus, galangal, curry trees and so on. This shows that herbaceous plants are still important in their lives. Found, most types of herbaceous plants are planted depending on the state of the soil and often the herb is used either for cooking or medicine. Knowledge of how to plant the use of herbs is obtained in descending down from the second generation to the younger generation. This shows the concept of garden being a source of knowledge about how to plant herbaceous plants that become a trend or culture that can not be separated from the life of malay people, especially in Balik Pulau.

2. Research from (Partini and Nuraini 2018), entitled Analysis of Ornamental Plant Business in Tembilahab Subdistrict, Tembilaha Subdistrict Indragiri Hilir (Case Study Kembang Lestari Garden), concluded (1) Total costs incurred amounting to Rp.11,245,766. (2) Net income of Rp.2,164,234. (3) Efficiency of ornamental plant business is Rp. 1.21 means that every Rp.1,-the cost incurred provides a receipt of Rp. 1.21 profit of Rp. 0.21. Here researchers focus on the

business of Kembang Lestari Garden, not on the trend of ornamental plants.

3. September 2020 (Vebriansyah and Ramadhan 2020), discuss about Aroid Export Trends. The title of Trubus magazine published in September 2020 immediately shows the trend of ornamental plants that will even be exported. Discussions began from the Aglaonema market which is increasingly "strengthening" with a high sales price, per pictum US\$ 30 per plant equivalent to Rp.420,000 (exchange rate \$ 1 = Rp.14,000) turnover up to Rp.210 million. High sales figures prove the number of consumers who are interested in buying ornamental plants. Another news is the price of ornamental plants calculated from the number of leaves, ornamental plant hobbyists in Singapore bought ornamental plants type Monstera Obliqua up to Rp.60 million (Rp.30 million / leaf) sold in May 2020. With the high price it does not discourage consumers to buy ornamental plants during this pandemic, precisely what happens sales increase. Another fact an exporter is flooded with demand during the pandemic since January-July 2020 selling 100 packages of Monstera and Philodendron to foreign countries (United States, Canada, Thailand, Singapore, Malaysia and Philippines). While for the domestic market also increased drastically at the time of the implementation of PSBB, so it can be said that this trend is worldwide.

Judging from the research on various trends that occurred in recent years can be said that research type approach phenomenon is indeed one of the interesting topics to be researched.

Problem Formulation

- What are the trends of ornamental plants that occur during the Covid-19 pandemic?
- What types of ornamental plant trends are trending during the Covid-19 pandemic?
- What are the benefits of following the trend of planting ornamental plants?

Research Objectives

- To find out the trend of ornamental plants during the Covid-19 pandemic.
- To find out the types of ornamental plants that are trending during the Covid-19 pandemic
- To know the benefits of following the trend of planting ornamental plants.

LITERATURE REVIEW

Consumer Behavior and Purchasing Decisions

According (Sangadji and Sopiah 2013) Consumer Behavior is an action or behavior performed by the consumer that begins with feeling the need and desire, then by trying to get the desired product, consuming the product, and ending with post-purchase actions, namely feeling satisfied or dissatisfied.

According to (Solomon 2015) in consumer behavior “covers alot of ground ; it is the study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy nees and desires.”



Figure 1. Characteristic Affecting Consumers Behavior (Sources : Kotler and Armstrong 2014)

(Alma 2005) explain about the 3 motives in the purchase:

1. Primary buying motive, motive to buy the real.
2. Selective buying motive, is the selection of goods; A. Based on the ratio (profit and loss buying goods, b. Based on time, c. based on emotions.
3. Patronage buying motive, which is selective buying motive aimed at a particular store.

In this study, it was seen that consumers buy because of selective buying motive in the form of emotional buying motive.

Next (Alma 2005) mention some of the factors that influence purchases:

1. Social factor: a consumer who belongs to social groups and those groups influences their purchases. (family, coworkers, friends etc.).
2. Cultural factor
3. Personal factors: concerning age, occupation, position, personal economic circumstances, lifestyle, personality.
4. Psychological factor

Consumers who buy ornamental plants can be influenced by social factors or personal factors, in the situation of the Covid-19 pandemic both factors may affect, especially personal factors namely lifestyle.

Lifestyle

Lifestyle is how consumers spend their time and how they interact with each other. Consumers usually buy products that suit their lifestyle, in addition to buying products to show their favorite lifestyle (Elliott et al. 2014). Planting ornamental plants here shows a lifestyle that cares about the environment and its sustainability, consumers express the pleasure of planting ornamental plants with the habit of maintaining plants as best as possible.

Table 2. Gaya hidup dan proses konsumsi

Faktor penentu gaya hidup	Gaya hidup	Dampak/pengaruh terhadap perilaku
• Demografi	- bagaimana kita hidup?	- Pembelian
• Suku/bangsa	- kerajinan	- bagaimana
• Kelas - sosial	- selera	- kapan
• Moral	- kerumahan	- dimana
• Keyakinan	- sikap	- apa
• Energi	- kemampuan	- dengan siapa
• Nilai (value)	- barang	- bagaimana
• Durasi hidup (rental tagga)	- perhiasan	- di mana
• Kultur		- dengan siapa
• Pengalaman sebelumnya		- bagaimana
		- kapan
		- apa

Figure 2. Lifestyle and Consumption Process (Sources : Supranto and Limakrisna, 2007)

Consumer Perception

Perception as it is said by (Elliott et al. 2014) is a psychological process that filters, organizes and attributes meaning to external stimuli.

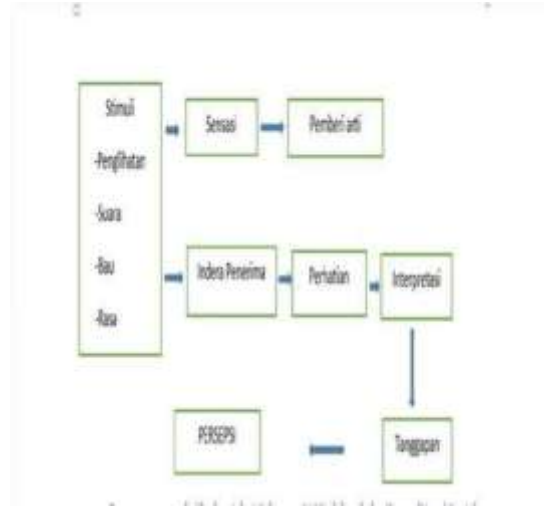


Chart 1. Perceptual process (Sources : Solomon, 2002)

The Chart 1 adopted from Solomon, 2002 in the book Sangadji and Sopiah 2013. Interpretation in (Supranto and Limakrisna 2007) namely "giving meaning / meaning to sensation. There are two interpretations: 1. Cognitive interpretation: interactive processes, in which stimuli are in existing categories, additional new information can change those categories as well as other categories. In this study consumers grouped themselves in the category of "ornamental plant lovers" or "planting ornamental plants" in general.

The existence of the trend gives rise to additional information and experience so that consumers get more detailed knowledge about planting ornamental plants and have formed several sub categories, to classify various types of ornamental plants and what types are trending. Furthermore, the structure of consumer categories for planting ornamental plants is also changed.

2. Effective interpretation: emotional response or feelings arising from stimulus,

e.g. consumer response when in a plant shop, seeing fertile and beautiful plants that exist, causing calm feelings / emotions and interested to know more about the plant.

METHODOLOGY

Research Strategy

This research is qualitative research according to (Patton 2006) which is generally oriented towards exploration, disclosure, and inductive logic.

This type of qualitative research approach in this study is phenomenology because this study is in accordance with the opinion of (Iskandar 2013) Phenomenological research is oriented to understand, explore and interpret the meaning of events, phenomena and relationships with ordinary people in certain situations, i.e. this study wants to know the events and phenomena covid-19 is related to planting ornamental plants.

Measurements

Measurements in this study with research instruments, (Danim 2002) Interview instruments in this study are divided into two, this is made in order to see from two perspectives:

1. Interview instruments for resource persons (consumers who have ornamental plants) : questions about - why choose to fill free time with planting, why like ornamental

plants, how to look for ornamental plants, what kind of ornamental plants are liked and sought, how much the ornamental plant is priced, where to buy ornamental plants, how to care for ornamental plants.

2. Interview instruments for informants

(sellers of ornamental plants) : The question of – what ornamental plants are trending, what types of ornamental plants are liked and sought by consumers, what range of ornamental plants are priced, why (reason) consumers like them.

Population and Sample

This research is intended to be the person who grows ornamental plants. The characteristics of the sample are: people who plant ornamental plants, find and buy ornamental plants. Sample criteria are: people who plant ornamental plants, find and buy ornamental plants in particular not just plant planting but specific ornamental plants.

Sample is a person who likes to plant ornamental plants, which is used as a sample there are 4 people who plant ornamental plants and a people who sell ornamental plants. Three people who plant ornamental plants are a sample of consumers (resource persons) who conduct searches, purchases to care for ornamental plants. The other a people are (informants) people who have businesses / sell ornamental

plants. Entrepreneurs of ornamental plants become informants, because through them it is expected to be known the behavior of consumers who grow ornamental plants.

The sampling approach used by this study is purposeful sampling.

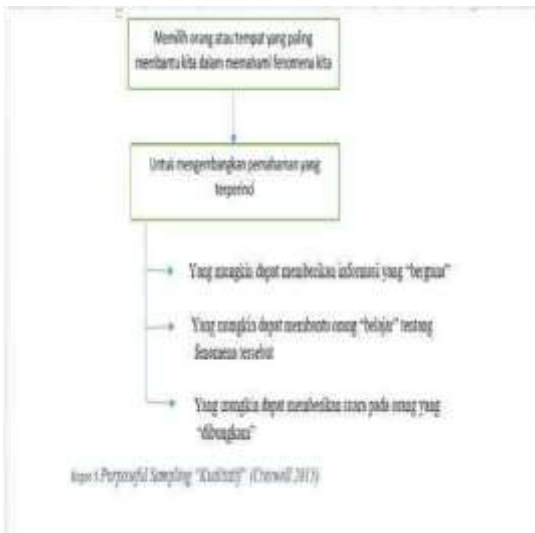


Chart 2. Purposeful Sampling Chart "Qualitative" (Creswell, 2015)

Chart 2 explained in purposeful sampling (purposive sampling), researchers deliberately choose individu and place to study and understand the central phenomenon.

Research Object

Sarua Permai Ciputat, South Tangerang. Sarua Permai is one of the housing estates in South Tangerang with an average income of medium-sized residents, this can be seen from their work as hospital employees, bank employees and other office employees.

Sarua Permai housing has been established for quite a long time, namely from 1985, meaning some residents have reached retirement age but there are also young residents. But the phenomenon of planting ornamental plants that occurred during the Covid-19 pandemic hit not only involving elderly or young consumers, more than that there is an opportunity to be able to fill useful free time.

Data Collection

According (Creswell 2015) there are four categories of variations in the nature of qualitative data forms:

1. Observation

Observation is the process of collecting openended information first hand by observing people and places in a research site

2. Interviews and questionnaires

Quarrying interviews occur when researchers ask a participant a variety of common openended questions and record their answers. Questionnaire, researchers can ask some questions that are closed- ended and some are open-ended.

3. Documents
Consisting of public and private records obtained by qualitative researchers about the place or participants in a study may include newspapers, meeting minutes, personal diaries, and letters.
4. Audiovisual materials It consists of images or sounds collected by researchers to help them understand the central phenomenon being studied.

Data Analysis

(Creswell 2015) explaining the main form of representing and reporting qualitative research findings is narrative discussion. Narrative discussion is a written description in qualitative research in which the author summarizes in detail the findings of the data analysis.

(Creswell 2015) also describes six steps in the process of analyzing and interpreting qualitative data:

1. Prepare and organize data for analysis
2. Explore and encode data
3. Code to build descriptions and themes
4. Represent and report quantitative findings
5. Interpret findings
6. Validate the accuracy of the findings

Data Validity Check

The strategy validates the accuracy of the results and qualitative interpretation according to the (Creswell 2015) there are three focuses:

1. Triangulation is the process of corroborating evidence from different individuals, different data types or different data collection methods in qualitative research descriptions and themes.
2. Member checking: is the process when a researcher asks a participant or more in the study to check the accuracy of the description.
3. External audit: researchers hire or get services from someone outside of research to review various aspects of their research.

DISCUSSION

Respondents Profile

Based on data collection in the field not all data from data collection techniques obtained, only two data collection techniques are used, namely: interviews and photos.

The interview was conducted in the morning on November 7, 2020 adjusted to the time people usually take care of plants. Samples in the study of 4 people; 3 sources and 1 informant.

The first interview was with an informant who started planting ornamental plants before the pandemic 2020, then finally from his hobby of planting ornamental plants finally sell the ornamental plants.

Findings

The results obtained from interviews with an informant and 3 sources resulted in several interviews.

Results obtained from 1 Informant:

1. Trend of planting ornamental plants: Since the Covid-19 pandemic (March-April 2020) makes people have free time and fill it by planting ornamental plants.
2. Types of ornamental plants planted / trending: Agloenema, Keladi, Sencivera, Monstera, Orchid dan Sirih-sirihan.
3. Care of ornamental plants: not difficult, if learning about the characteristics of such ornamental plants.
4. Information on the sale of ornamental plants / trends of ornamental plants: social media.
5. Ornamental plant prices: tens of thousands of rupiah to millions of rupiah.
6. Ornamental plant supplier: Parung
7. Consumers of ornamental plants : Men (outdoor plants such as fruits, tree-shaped), women (red ornamental plants) and young people (ornamental plants). The result were obtained from 3 sources :
 1. Trend of planting ornamental plants.
 2. Types of ornamental plants planted / trending.
 3. Care of houseplants.
 4. Information on the sale of ornamental plants / trends of ornamental plants.
 5. Price of ornamental plants
 6. Where to buy ornamental plants
 7. Functions and benefits of planting ornamental plants

Table 2. Findings and Explanation

No.	Findings	Explanation of Findings
1	Trend of planting ornamental plants	During the Covid-19 pandemic, people have free time and fill it by planting ornamental plants.
2	Types of ornamental plants planted / trending	Agloenema, Keladi, Sencivera, Monstera, Orchid and Sirih-sirihan
3	Care of houseplants	In general, maintenance to grow ornamental plants requires considerable attention and time, this time is obtained during the pandemic, in accordance with the government's recommendation to stay home only during the Covid-19 pandemic, so there is time to take care of ornamental plants.
4	Ornamental plant sales information/ornamental plant trends	The source of information comes from looking directly at sellers around BSD and Serpong areas as well as from internet online sales sites (TokoPedia, Shopee, Lazada) and YouTube.
5	Price of ornamental plants	Purchase price range of ornamental plants Rp.10.000-Rp.100.000,-
6	Where to buy houseplants	Serpong, BSD, Pasar Minggu (Jakarta Selatan), Bogor, Parung and secara online: Aceh, Tarakan Kalimantan (Lazada, Shopee)
7	Functions and benefits of planting houseplants	Filling free time during the Covid-19 pandemic, happy to breed ornamental plants, happy to see ornamental plants successfully thrive, ornamental plants can provide health and happy to care for ornamental plants, all of them give a sense of satisfaction.

Analysis

Based on the first findings obtained from the resource persons (3 people) during the Covid-19 pandemic, people have free time and fill it by planting ornamental plants. In accordance with the opinion (Supranto and Limakrisna 2007) which discusses lifestyle that is how a person lives his life, life when the pandemic is not easy, people can be easily exposed to stress due to limited circumstances. The activity of planting ornamental plants makes life more meaningful (some are done filling free time) in addition to making the heart more happy to see ornamental plants planted to flourish. The findings of both types of ornamental plants planted or trending are Agloenema, Keladi, Sencivera, Monstera, Anggrek and Sirih-sirihan. The types of ornamental plants that are trending are also discussed by (Soehendi 2020), according to him "tren ini akan bertahan cukup lama karena bersifat global, sehingga pelaku usaha dan penikmat tanaman cukup banyak." In addition, consumers can choose ornamental plants with such a variety of types.

The third finding concerning the treatment of ornamental plants in general care to plant ornamental plants requires considerable attention and time, this time is obtained during the pandemic, in accordance with the government's recommendation to be at home only during the Covid-19 pandemic, so there is time to care for ornamental plants. Fourth finding: Information on the sale of ornamental plants / trends of ornamental plants, in search of ornamental plants according to the source requires good information. Good information is needed related to the price and type of ornamental plants that are trending,

according to (Tjiptono and Diana 2019), in seeking consumer information can be passively or proactively, proactively that consumers use their memory about the products they want to look for while proactive is to seek information from friends, relatives, magazines, sources on the internet, as in this finding, namely in addition to ornamental plant stores resource persons looking for information by browsing sites selling ornamental plants. The fifth next finding on the price of ornamental plants, data obtained from informants, namely sellers of ornamental plants prices of ornamental plants ranging from Rp.20.000,- to hundreds of millions of rupiah. Price for consumers can be an important thing, but in looking at the price of consumers argue there are two theories related according to (Elliot et al 2014): first if consumers already know and know the product then "consumer has clear expectations about an acceptable price range based product, they have an internal reference price." As for lesser known or lesser known products "consumers are more likely to rely on an external reference price." In this study it is known that consumers already know about the price of ornamental plants, so the source is looking according to his expectations and knowledge.

In addition to the price, the place becomes the next finding in this study, where to buy ornamental plants that are often used as a reference source, namely through direct purchases in offline stores and through online stores such as Serpong, BSD, Pasar Minggu (South Jakarta), Bogor, Parung, and online Aceh, Tarakan Kalimantan (Lazada, Shopee).

The situation during the Covid19 pandemic with restrictions on exiting the house is not a barrier for source persons to hunt ornamental plants, limitations to get out of the house even make them explore ornamental plant stores to get out of Java island through the internet. According (kotler et all 2011) Technology makes new breakthroughs to meet consumer needs and is easily accessible, online sales are growing. The latest findings are the function and benefits of ornamental plants, according to the source of the trend of planting ornamental plants basically to fill free time during the Covid-19 pandemic, give pleasure (happy to breed and care for ornamental plants, happy to see ornamental

plants successfully thrive), in addition ornamental plants provide health, which in the end all give a sense of satisfaction. The satisfaction is obtained from doing the hobby of planting ornamental plants, according to (Supranto and Limakrisna 2007) when consumers fill time with hobbies is included in the lifestyle part of activities and interest. Satisfaction also usually leads to repurchase according to the Tjiptono and Diana 2019.

CONCLUSION

1. The trend of planting ornamental plants by taking care of them takes time, at the time of the pandemic be the right time and not just a trend of filling free time but including lifestyle.
2. Ornamental plants that are trending are Agloenema, Keladi, Sencivera, Monstera, Anggrek and Sirih-sirihan.
3. Caring for ornamental plants provides a sense of satisfaction, factors where to buy and price is not an obstacle because information about ornamental plants is easy to obtain even during the pandemic, that is online

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