SOCIAL MEDIA MARKETING STRATEGY FOR RED SHOOT ORNAMENTAL PLANT SALES CV FLORA INDAH SARANA

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ABSTRACT

This study examines the utilization of social media in developing the marketing of red shoot ornamental plants (Syzygium oleana) at CV Flora Indah Sarana, identifies the internal and external factors influencing that development, and formulates alternative marketing strategies. A descriptive qualitative method was used, with data collected through observation, interviews, and documentation involving the owner, the marketing staff, and thirty ornamental-plant traders as external informants. Data were analyzed descriptively and through the Internal Factor Analysis Summary (IFAS), External Factor Analysis Summary (EFAS), and SWOT Matrix. Results show that the company relies on Instagram, Facebook, and WhatsApp Business for promotion, product information, and customer communication, although content uploads remain inconsistent, paid advertising features are unused, and digital evaluation is rarely conducted. The IFAS and EFAS analyses produced coordinates of (0.20; 0.25), placing the company in Quadrant I (Growth Strategy), where internal strengths and external opportunities outweigh weaknesses and threats. The recommended strategy is Strength–Opportunity (SO), emphasizing consistent optimization of social media content, maintenance of product and service quality, and expansion of trader partnerships to strengthen and stabilize the sales of red shoot ornamental plants.

KEYWORDS social media; marketing; red shoot ornamental plants; SWOT; IFAS-EFAS

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INTRODUCTION

Ornamental plants are a horticultural commodity with substantial business potential as public interest in environmental beauty and a greener lifestyle continues to grow. Beyond their decorative function, ornamental plants carry considerable economic value and provide environmental benefits such as improving air quality and creating a more comfortable surrounding. One species with strong development potential is the red shoot plant (Syzygium oleana), which is distinguished by bright red young leaves that give it high aesthetic value, so that it is widely used as a hedge, a garden ornament, a median-strip planting, and a landscape element in residential, office, and public green-space areas. In addition to its ornamental function, the red shoot plant offers ecological benefits, including reducing air pollution and dust, lowering ambient temperature, and is relatively easy to cultivate, adaptable to various environmental conditions, and does not require intensive care, which together make it an attractive commodity for horticultural businesses.

A large market potential, however, does not automatically guarantee business success. Intense competition among ornamental-plant businesses requires a marketing strategy capable of increasing competitiveness, expanding market reach, and maintaining sales stability. Marketing activities have progressively shifted from conventional approaches toward digital marketing, particularly through social media, which is considered effective because it can reach consumers widely and quickly while enabling direct interaction between sellers and buyers. Nevertheless, the effectiveness of social media strongly depends on the strategy applied; in practice many businesses have not been able to optimize social media in terms of content consistency, consumer interaction, or a well-directed marketing plan, so that its potential to support sales growth remains underutilized (Hartono *et al*., 2024).

CV Flora Indah Sarana is a business engaged in red shoot ornamental plants that has adopted social media as a marketing tool, yet its use has not been fully optimized and is not supported by a well-directed strategy. This is reflected in the company's sales data over the last five years, which shows a fairly significant fluctuation, as presented in Table 1.

Table 1. Red Shoot Plant Sales of CV. Flora Indah Sarana, 2021–2025

Year	Sales (units)
2021	17
2022	9
2023	8
2024	26
2025	6

Source: Primary Data, 2026

Sales declined consecutively in 2022 and 2023, rose sharply in 2024, and then dropped again in 2025, indicating that marketing performance has not been stable and has not been able to sustain a consistent upward trend. This fluctuation suggests that the company's market has not developed optimally and that dependence on existing customers makes sales vulnerable whenever demand from those customers decreases. The company therefore needs to expand its marketing network so that it is not solely dependent on its

established market but is also able to reach new consumers and build cooperation with government agencies, private companies, and ornamental-plant communities.

Previous studies on ornamental-plant marketing strategy have generally applied SWOT, IFAS, and EFAS analysis to formulate competitive strategies, for example on cactus, orchid, and succulent businesses (Kodrata & Dewi, 2023; Hanelunu *et al*., 2022). Other studies have highlighted the role of social media as a promotional and communication channel that expands market access for ornamental-plant enterprises (Tahir *et al*., 2026; Saputra *et al*., 2025), while research on micro and small enterprises indicates that limited human resources and weak digital-marketing competence remain common obstacles to optimizing social media (Hartono *et al*., 2024; Nurfathiyah *et al*., 2024). Research that specifically examines the development of red shoot ornamental-plant marketing through social media, while integrating IFAS, EFAS, and SWOT analysis and involving both internal informants and external traders as respondents, nevertheless remains limited. The novelty of this study lies in combining these three analytical tools within a single case, CV Flora Indah Sarana, using perspectives from both company insiders and thirty ornamental-plant traders as external informants, so that the resulting strategy recommendations are more closely aligned with actual field conditions.

Based on this background, this study aims to (1) examine the utilization of social media in developing the marketing of red shoot ornamental plants at CV Flora Indah Sarana, (2) identify the internal and external factors that influence this development, and (3) formulate alternative marketing-development strategies based on SWOT analysis. The findings are expected to provide practical recommendations that help the company increase sales, broaden its market reach, and strengthen its competitiveness through more effective use of social media.

RESEARCH METHOD

This study was conducted at CV Flora Indah Sarana, located on Jl. Dr. Soeradji Tirtonegoro, Trunuh, Klaten Selatan, Klaten Regency, Central Java, using a purposive location-determination method. The site was selected because the company has utilized social media as a promotional tool but has not yet done so optimally, and because relevant data were available for analysis.

Two types of data were used: primary data, obtained through direct interviews and observation with the owner and staff involved in marketing activities, and secondary data, comprising the company profile, sales records for 2021–2025, product photographs, promotional content, upload history, and relevant literature on marketing, digital marketing, and social media. Data were collected through observation, interviews, and documentation, applied in a triangulated manner to obtain accurate and reliable information (Sugiyono, 2022).

Informants were determined through purposive sampling. Internal informants consisted of one company leader (owner) and one marketing staff member, while external informants consisted of thirty ornamental-plant traders who had purchased red shoot plants from the company, bringing the total number of informants to thirty-two. Internal informants provided information on the company's marketing strategy, obstacles, and

social media practices, and also rated the internal and external strategic factors used in the IFAS and EFAS matrices, while external informants provided a trader-side perspective on product quality, price, service, and the company's social media performance.

Data were analyzed in three stages. First, a descriptive qualitative analysis was used to obtain an in-depth understanding of the marketing conditions in the field without hypothesis testing. Second, SWOT analysis was applied to identify internal factors — strengths and weaknesses — and external factors — opportunities and threats — that affect the company's social media-based marketing. Third, IFAS and EFAS analysis was carried out by (1) listing five to ten strategic factors relevant to the company's condition, (2) assigning each factor a weight between 0.0 and 1.0 so that the total weight per matrix equals 1.00, (3) assigning each factor a rating from 1 (very weak) to 4 (very strong), with positive factors rated relative to competitors and negative factors rated inversely, (4) multiplying weight by rating to obtain a weighted score for each factor, and (5) summing the weighted scores to obtain the total IFAS and EFAS scores. The company's quadrant position was then determined from the difference between the total strength and weakness scores (X = S − W) and between the total opportunity and threat scores (Y = O − T). Quadrant I (SO) indicates a growth-oriented strategy, Quadrant II (ST) indicates diversification using internal strength to counter external threats, Quadrant III (WO) indicates a turn-around strategy that exploits opportunities while correcting internal weaknesses, and Quadrant IV (WT) indicates a defensive strategy. Finally, a SWOT Matrix combined the four factor groups into four sets of alternative strategies — SO, ST, WO, and WT — as the basis for the recommended marketing-development strategy.

RESULT AND DISCUSSION

Company Overview

CV Flora Indah Sarana is a company engaged in the sale, landscaping, garden maintenance, garden decoration, and rental of ornamental plants. The business began as a family enterprise in 1982, evolved into a rented plot in Trunuh, Klaten Selatan in 2003, and was formally established as a limited partnership (CV) in 2010. The company has since served numerous government and private institutions, including hospitals, national and regional banks, and government offices, while continuing to develop its ornamental-plant marketing through social media to broaden its network.

Informant Characteristics

The two internal informants — the owner and the marketing staff — were aged 31–50 years, with a balanced gender composition, reflecting an experienced, decision-capable perspective on the company's marketing condition. Among the thirty external trader informants, the largest age group was 31–40 years (36.67%), followed by 21–30 years (33.33%) and 41–50 years (30.00%); male traders were slightly more numerous (53.33%) than female traders (46.67%); and educational background varied, with senior-high-school graduates the largest group (43.33%), followed by bachelor's-degree holders (36.67%) and diploma holders (20.00%). This composition indicates that red shoot plant buyers come

predominantly from a productive age group that is generally active on social media, supporting the relevance of digital promotion for this segment.

Utilization of Social Media in Marketing

Observation, interviews, and documentation show that CV. Flora Indah Sarana utilizes Instagram, Facebook, and WhatsApp Business to introduce products, convey plant-availability and price information, and communicate directly with consumers, which helps the company reach buyers beyond the Klaten area rather than depending solely on on-site sales. This is consistent with Tahir *et al*. (2026), who found that social media broadens the marketing reach of ornamental-plant businesses and functions as an effective promotional channel. Interviews with the company director indicate that social media is the most frequently used promotional channel because of its low cost, ease of operation, and wider reach compared with conventional promotion, a pattern that supports Saputra *et al*. (2025), who reported that Instagram promotion increases consumer attention and promotional effectiveness for ornamental-plant businesses.

Beyond promotion, social media also functions as a communication channel: most traders contact the company via WhatsApp or Instagram to ask about plant type, size, price, stock availability, and shipping cost before transacting, which is consistent with Hartono *et al*. (2024), who noted that social media serves not only as a promotional tool but also as an interaction channel that strengthens the relationship between business actors and consumers. However, the findings also show that the company's social media use is not yet optimal: content uploads are inconsistent, content variety is limited, paid advertising features on Instagram and Facebook remain unused, and management is handled solely by the director, who also holds the marketing role, leaving limited time for social media management. Several traders likewise noted that upload frequency is inconsistent, so that stock and promotion information is not always up to date, requiring them to contact the company directly — underscoring the need for a more structured content schedule, consistent with Saputra *et al*. (2025), who emphasized that active and consistent social media management increases business visibility and broadens the marketing network.

SWOT Factor Identification

Based on observation, interviews with internal informants, and information from traders, the internal and external strategic factors affecting CV. Flora Indah Sarana's social media-based marketing were identified as five strengths, five weaknesses, five opportunities, and five threats, as summarized in the IFAS and EFAS analyses below.

Internal Factor Analysis Summary (IFAS)

The internal analysis identifies the company's strengths and weaknesses through direct approach and observation (Hasbiah *et al*., 2023). Table 2 presents the strength and weakness factors together with their weight, rating, and weighted score.

Table 2. IFAS Matrix — Strength and Weakness Factors

Code	Factor	Weight	Rating	Score

S1	Quality of red shoot plants marketed according to consumer needs.	0.11	4.00	0.43
S2	Distinctive characteristics of red shoot plants that attract consumers.	0.08	3.00	0.24
S3	Good customer service.	0.11	4.00	0.43
S4	Affordable prices with superior plant quality.	0.11	4.00	0.43
S5	Ability to fulfil consumer demand according to product availability.	0.11	4.00	0.43
	Total Strength (S)	**0.51**		**1.97**

Source: Primary Data, 2026

Code	Factor	Weight	Rating	Score
W1	Utilization of social media as a marketing tool is not yet optimal.	0.09	3.50	0.33
W2	Marketing network is still limited.	0.08	3.00	0.24
W3	No structured digital marketing strategic plan.	0.11	4.00	0.43
W4	Shortage of human resources in the marketing division.	0.11	4.00	0.43
W5	Social media analytics features are not used to evaluate marketing effectiveness.	0.09	3.50	0.33
	Total Weakness (W)	**0.49**		**1.77**

Source: Primary Data, 2026

The combined weight of the strength and weakness factors totals 1.00, with a combined weighted score of 3.74. The difference between the total strength score and the total weakness score (S − W) is 0.20, which forms the X-axis coordinate used to determine the company's SWOT quadrant position.

External Factor Analysis Summary (EFAS)

The external analysis identifies the opportunity and threat factors affecting the company, as presented in Table 3.

Table 3. EFAS Matrix — Opportunity and Threat Factors

Code	Factor	Weight	Rating	Score
O1	Increasing use of digital media opens opportunities to expand ornamental plant marketing.	0.12	4.00	0.48
O2	Ornamental plant exhibitions and bazaars open opportunities to introduce products to new consumers.	0.10	3.50	0.37
O3	Growing trend of using ornamental plants as landscape elements opens opportunities for business development.	0.10	3.50	0.37
O4	Development of information technology facilitates promotion and marketing activities.	0.12	4.00	0.48
O5	Growing public interest in ornamental plants opens opportunities to develop red shoot plant marketing.	0.07	2.50	0.19
	Total Opportunity (O)	**0.52**		**1.87**

Source: Primary Data, 2026

Code	Factor	Weight	Rating	Score
T1	Competition among ornamental plant businesses is increasing, with more varied plant types.	0.07	2.50	0.19
T2	Rising distribution and logistics costs may hinder marketing to other regions.	0.06	2.00	0.12
T3	Changes in social media platform policy may affect the effectiveness of digital promotion.	0.10	3.50	0.37
T4	Changes in the economic condition of the community may affect consumer purchasing power.	0.12	4.00	0.48
T5	Climate change may affect plant quality.	0.12	4.00	0.48
	Total Threat (T)	**0.48**		**1.63**

Source: Primary Data, 2026

The combined weight of the opportunity and threat factors also totals 1.00, with a combined weighted score of 3.50. The difference between the total opportunity score and the total threat score (O − T) is 0.25, forming the Y-axis coordinate for the SWOT quadrant analysis.

SWOT Quadrant Position

Based on the IFAS and EFAS results, the SWOT coordinate of CV. Flora Indah Sarana is (0.20; 0.25), placing the company in Quadrant I (Growth Strategy). This position indicates that the company possesses stronger internal strengths than weaknesses and greater external opportunities than threats, giving it good potential to develop its ornamental-plant marketing by leveraging its internal strengths to capture available opportunities. The most appropriate strategy for this position is Strength–Opportunity (SO), which can be implemented by optimizing Instagram, Facebook, and WhatsApp as promotional channels, maintaining product quality, improving customer service, expanding institutional partnerships, and leveraging digital-technology developments to broaden the marketing network and increase red shoot plant sales.

SWOT Matrix and Alternative Strategies

Combining the internal and external strategic factors produced four groups of alternative strategies, summarized in Table 4.

Table 4. SWOT Matrix — Alternative Marketing Strategies

Code	Strategy	Key actions
SO	Strength–Opportunity (main strategy)	Utilize the superior quality and competitive price of red shoot plants to intensify social media promotion; optimize customer service to build trust and attract new buyers through social media and plant exhibitions; capture the rising trend of ornamental-plant landscaping through digital promotion.
WO	Weakness–Opportunity	Improve social media use through consistent, attractive promotional content; expand the marketing network by using digital media, exhibitions, and bazaars; conduct periodic evaluation of digital marketing to raise promotional effectiveness.

ST	Strength–Threat	Maintain plant quality and service standards to compete with other ornamental-plant businesses; adjust promotional strategy to changes in social media platform policy; set competitive prices while maintaining quality to withstand shifts in the economic condition of consumers.
WT	Weakness–Threat (defensive)	Improve marketing staff competence in social media management to face digital marketing competition; conduct regular evaluation of marketing strategy to reduce sales fluctuation; expand the marketing network so that the company does not depend on a single market segment.

Source: Primary Data, 2026

The SO strategy is the priority strategy because the company's position in Quadrant I means its strengths outweigh its weaknesses and its opportunities outweigh its threats; it is consistent with Kodrata and Dewi (2023), who found that an SO strategy is appropriate for ornamental-plant businesses because it enables internal strengths to capture market opportunities through digital marketing. The WO strategy is directed at reducing the company's weaknesses in social media management by leveraging opportunities in digital-technology development, in line with Hartono *et al*. (2024), who reported that planned social media management supported by competent human resources increases digital promotional effectiveness and market reach. The ST strategy uses the company's strengths — quality, service, and price — to withstand competition and platform-policy changes, consistent with Hanelunu *et al*. (2022), who found that product quality, good service, and social media utilization are key factors in sustaining ornamental-plant businesses amid competition. The WT strategy, being defensive, focuses on improving marketing staff competence, conducting regular marketing evaluation, and expanding the marketing network so that the company depends less on a single market segment, consistent with Johansyach *et al*. (2024), who noted that continuous digital-content innovation and social media management strengthen a business's competitive position.

Overall, the recommended strategy for CV Flora Indah Sarana is the SO strategy, combining its quality, competitive pricing, and good service with opportunities from the growing use of digital media, information-technology development, the rising trend of ornamental-plant landscaping, exhibitions and bazaars, and rising public interest in ornamental plants. Implementing this strategy through optimized use of Instagram, Facebook, and WhatsApp is expected to expand marketing reach, spread product information more widely, attract new consumers, and strengthen relationships with customers and business partners, in line with Fajri *et al*. (2023), who found that a strategy combination based on SWOT analysis helps businesses set development priorities and increase competitiveness through sustained use of digital media. The WO, ST, and WT strategies serve as supporting strategies that, applied together with the SO strategy, are expected to help the company optimize its use of social media, expand its marketing network, and maintain sales stability on an ongoing basis.

CONCLUSION

CV Flora Indah Sarana has utilized Instagram, Facebook, and WhatsApp Business as promotional, informational, and communication channels that help expand its marketing reach and ease communication with customers, but management remains suboptimal because content is not published consistently, the marketing network stays limited, and digital marketing evaluation is not carried out routinely, so promotional effectiveness has not reached its full potential.

The internal analysis shows that the company's main strengths lie in product quality, the distinctive appeal of red shoot plants, good service, competitive pricing, and the ability to meet consumer demand, while its main weaknesses concern underused social media, a limited marketing network, fluctuating sales, limited marketing human resources, and the absence of routine digital evaluation. Externally, the company's main opportunities are the growth of digital media use, ornamental-plant exhibitions and bazaars, the rising trend of ornamental landscaping, information-technology development, and growing public interest in ornamental plants, while its main threats are intensifying competition, rising distribution costs, changing social media platform policy, shifting economic conditions, and climate change affecting plant quality.

The IFAS analysis produced a total score of 3.74 and the EFAS analysis a total score of 3.50, yielding an internal score difference of 0.20 and an external score difference of 0.25, and therefore a SWOT coordinate of (0.20; 0.25) that places the company in Quadrant I (Growth Strategy). This position indicates that the company's strengths and opportunities exceed its weaknesses and threats, so the recommended strategy is Strength–Opportunity (SO): leveraging plant quality, competitive pricing, good service, and optimized social media use to broaden marketing, strengthen partnerships, and support increased and more stable sales of red shoot ornamental plants. For future development, CV Flora Indah Sarana is encouraged to schedule content uploads regularly, add marketing human resources, and evaluate its digital marketing periodically, while subsequent research could apply complementary methods such as QSPM, AHP, or the Business Model Canvas to derive more specific and measurable strategy recommendations.

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