

FEASIBILITY ANALYSIS OF FLOWER ENTREPRENEURSHIP REVIEWED FROM THE ASPECTS OF ENVIRONMENT, DIGITAL MARKETING AND BUSINESS COMMUNICATION IN PANYAIRAN STREET, CIHIDENG VILLAGE, PARONPONG DISTRICT, WEST BANDUNG REGENCY

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Abstract

A business feasibility study is an activity that analyzes in depth and complete an activity or business to be executed, to determine the appropriate Whether or not a business or activity run. A business feasibility study is needed to get a picture of the possibility of a business to run. This study aims to determine whether flower entrepreneurs which is located in Cihideng Village, Paronpong District, West Bandung Regency, is implemented or not. Every aspect that becomes an indicator in a business feasibility study must meet certain standards, but the assessment is not only done on one aspect only. Assessment to decide eligibility must be based on several aspects. The analytical method used in this study is a description research method based on Aspects of the Business Feasibility Study, namely those viewed from the Environmental Aspects, Digital Marketing Aspects and Business Communication Aspects.

Keywords: *entrepreneurial eligibility, feasibility aspect*

1. INTRODUCTION

The development of the Indonesian economy, especially in the interest entrepreneurship sector, is increasing. This increase can have its own impact for flower farmers who are engaged in flower planting agriculture, of course this business sector requires a feasibility analysis to compete tightly. The flower business will try to create a strategy to maintain its existence in the business world. The implementation of the strategy that will be carried out by them requires a feasibility study so that the planning carried out can run well and as expected. Business feasibility studies are important for companies that have plans to develop their businesses.

The environment as a place for flower entrepreneurs needs to be studied due to environmental aspects can be a business opportunity for selling flowers to increase. However, wrongly determining the environmental aspects of flower entrepreneurship can be a threat to business development. The existence of a business in this flower, namely the rose flower, can affect the community environment and the ecological environment where the rose flower business will be run.

One of the factors that become a problem The scope of the environment in the business feasibility study is the operational environment. This environment includes creditors, competitors, suppliers, customers and employees. Furthermore, the industrial environment includes groups that produce the same service or product. Next is the remote environment

which includes factors from outside the company's operational environment. Starting from the economic, political, social, ecological, technological and global environment.

By analyzing this environmental aspect, you can find out the answer to the question, Is the business environment you have chosen in accordance with the business idea you want to run. Your business idea is certainly declared feasible if it is able to provide many greater benefits than the negative impact on the environment. The purpose of a business feasibility study from an environmental aspect is to analyze the environmental conditions of the company's operations which include suppliers, competitors and others so as to find out whether it is possible to run own business idea. and analysis of the state of the industrial environment for example, such as competition between businesses, the power of buyers, the power of suppliers of substitute goods and others. Based on this, the need for digital marketing and business communication aspects which are an important part in following the development of digital technology and developing plans to attract consumers.

Formulation of the problem

The formulation of the problem in this study is as follows:

1. How is the feasibility of a flower entrepreneur in terms of the operational environment?
2. How is the feasibility of flower entrepreneurship in terms of the industrial environment?
3. How is the feasibility of flower entrepreneurship in terms of the Digital Marketing aspect?
4. How is the feasibility of a flower entrepreneur viewed from the aspect of Business Communication?

Research purposes

The research objectives are as follows:

1. Can find out the feasibility of flower entrepreneurs in terms of aspects of the operational environment.
2. Can find out the feasibility of flower entrepreneurs in terms of industrial environmental aspects.
3. Can find out the feasibility of flower entrepreneurs in terms of the Digital Marketing aspect.
4. Can find out the feasibility of flower entrepreneurs in terms of the aspect of Business Communication.

2. LITERATURE REVIEW

Business Feasibility Study is an activity that studies in depth about the activities or businesses or businesses that will be run, in order to determine whether or not the business is feasible to run, (Kasmir and Jakfar, 2003:10), the object being studied is not only the business or business being carried out. big, but in a simple business or business it can also be applied. Feasibility means that in-depth research is carried out to determine whether the business to be carried out will provide greater benefits than the costs incurred. In other words, feasibility can be interpreted that the business being run will provide financial and non-financial benefits in accordance with the goals they want. Appropriate here means that it will also provide benefits not only for the company that runs it, but also for investors, creditors, the government and the wider community.

A feasibility study is (Suliyanto, 2011) an in-depth study of a business idea about whether or not the idea is feasible to implement. To obtain a strong conclusion about the decision to run a business idea or not, it is necessary to carry out several aspects of business feasibility (Suliyanto, 2011). 2011) namely market aspects, technical aspects, legal and environmental aspects, human resource management aspects, and financial aspects.

Feasibility Study Benefits

Below are the parties involved in an activity taken for research purposes:

1. Investors

By conducting a feasibility study, investors will find it easier to find out the nominal capital that must be invested and also find out how much potential profit can be obtained from the business. In addition, investors can analyze whether the invested capital is commensurate with the risks that may arise.

2. Creditors

In a business or business, the creditor is the external funder. A feasibility study will provide benefits to creditors, where creditors can see how much risk the funds will be lent and also the ability to repay loan funds by business actors. In addition, the creditor can also estimate how long the period for a full refund will be.

3. Management

The management or the party running the business need to plan how many resources are needed, how long it will take to implement, and what kind of results to be achieved. Not only that, the management also needs to know in detail how much influence the business has on the surrounding environment, either directly or indirectly, so as to anticipate possible risks arising from the business.

4. Regulators

The study also benefits regulators. The regulator has an interest in the form of business that is run and has authority over the industry it runs, as well as influencing the community and the national economy.

Purpose of Environmental Aspect

Not haphazardly, a business feasibility study that is viewed from the environmental aspect of course has a specific goal so that the business can run according to the plans of business people. The objectives of the business feasibility study are:

- To analyze operational, industrial, and economic environmental conditions
- To analyze the environmental impact on business, and vice versa
- To analyze efforts in order to minimize the risks and negative impacts that may occur

Environmental Aspects in Business Feasibility Studies

An analysis of environmental aspects is carried out so that business people understand whether the local environment is in accordance with the business idea to be run and whether the benefits of the business for the environment outweigh the negative impacts. The feasibility of a business idea is declared to have passed the test if the business idea is able to provide greater benefits than the negative impacts it causes. A business feasibility study based on environmental aspects serves to find out how much impact the business sector has on water, air, and other pollution around the location. In this case, AMDAL is required in the feasibility study.

Definition of AMDAL

AMDAL, which stands for Environmental Impact Analysis, is one of the important steps in planning a project that is expected to have an impact and influence on the surrounding environment, such as biotic, abiotic, and cultural. The AMDAL is carried out based on the law contained in Government Regulation no. 27 of 2012 which reviews the "Environmental Permit".

EIA Function

The following are the functions of the AMDAL:

- Assist in the decision-making process regarding the environmental feasibility of a business activity or business
- Provide advice and criticism in the preparation of technical designs of business activities and considerations for preparing environmental management plans
- Provide information about the impact of a business activity to the surrounding community
- As one of the prerequisites by providing recommendations on business permits
- As Scientific Document and Legal Document
- As a determinant of whether or not a business is feasible for the environment around the business location

EIA Role

The following is the role of AMDAL in the feasibility study:

- Environmental Management, namely by compiling anticipatory activities based on the estimated environmental impacts that will arise
- Project Management, namely to obtain permits, regarding environmental conditions that can support the realization of the project, especially the resources needed by the project

- Important Documents, as a source of detailed information about the state of the environment at the time of the project and an overview of the state of the environment after the project development

Types of EIA Study

AMDAL is the result of a study or analysis of an activity that is planned and is estimated to have a major impact and effect on the environment. This analysis includes the process of making 5 documents, namely Presentation of Environmental Information, Terms of Reference, Environmental Impact Analysis, Environmental Monitoring Plan, and Environmental Management Plan.

The following are the types of AMDAL studies in accordance with Government Regulation No. 51 of 1993:

- Project AMDAL, namely the discussion of a feasibility study of a project that only involves one agency
- Integrated / Multisectoral AMDAL, is an AMDAL that involves more than one agency
- Regional AMDAL, namely AMDAL carried out in regional development zones
- Regional AMDAL, is AMDAL which is the authority of 2 or more regional agencies

Industrial Environmental Aspects in Business Feasibility Studies

Generally, aspects of the industrial environment are more focused on competition between business people. Business competition that occurs is influenced by several factors, which include threats to the company and the strength of the company itself.

Business Threats From Aspects of the Industrial Environment

The following are threats that occur in the business world:

1. Entry of Newcomers

The emergence of new entrants means an increase in business competitors. This of course can lead to several implications for businesses that have been running previously, for example, such as increased capacity, a struggle for market share, and a struggle for limited production resources. Despite being a threat to incumbents, new entrants also face obstacles in doing business, such as:

- high production costs if you just start production on a small scale
- the amount of effort that must be made to win loyal consumers
- high costs for research, development, and exploration
- employee retraining costs, complementary equipment costs
- Difficult distribution channels for products to penetrate the market

2. Competition among Companies in the Industry

Competition in the industry has a huge influence on company policies and performance. In certain situations such as oligopoly competition, firms tend to have considerable power to influence the market. Meanwhile, it is different from perfect market competition, where there will be coercion on companies to become followers, including in terms of product prices.

3. Threat of Substitute Products

Substitute products or substitute products are products that have the same function as other products, so that they can provide more options or alternative products to potential consumers. The existence of this substitute product is certainly a threat to business people. The more options offered to consumers, the potential for a decrease in turnover can occur.

4. Bargaining power of buyers (Buyer)

Bargaining power of buyers or buyers can indirectly affect the price of the product. There are several factors that can influence companies to provide discounts or discounts to consumers or buyers, such as:

- Buyers who make purchases in bulk
- The buyer has the ability to produce the required product
- The nature of the product does not have special characteristics so it is easy to imitate

- Involving multiple suppliers
- Small supplier switching costs
- Low profitability of buyers, so sensitive to price and service

In addition to the influence on price, buyers can also influence the company's quality and quality through comparisons with competitors' products.

5. Bargaining Power of Suppliers (Supplier)

In addition to buyers, it turns out that suppliers also have a big influence on the sustainability of a business. The price determined by the supplier or supplier will certainly have an impact on production costs and the selling price of the product later. The conditions for suppliers that are able to have a major influence are as follows:

- Fewer number of available suppliers
- Having a unique product from a supplier that results in switching costs There are no substitute products for products offered by suppliers
- The ability of suppliers to produce the same product as the product produced by the company
- Purchase of products from suppliers only in small quantities

6. The Influence of Other Stakeholder Strengths.

Stakeholders are external parties who have the power and authority to exert direct influence and interest on the company. The parties in question are the government, trade unions, the community, creditors, suppliers, trade associations, groups with other interests, and shareholders.

Digital Marketing

According to Royle and Laing (2014), digital marketing is an activity in the use of digital technology to create integrated, purposeful and measurable communication to help get and retain customers while building deeper engagement. The use of digital technology in marketing opens up new channels for selling products and services, while at the same time placing the customer in charge of creating a fundamental change in the dynamics of marketing. The important thing that distinguishes the digital marketing environment from the traditional marketing environment is the ease with which it is obtained by the customer. In a digital marketing environment, - customers can post reviews of products, brand services, on company websites and on third party websites and social networks. Digital marketing can be referred to as a method of promotion of a product or service using digital (electronic) media. Currently, digital marketing activities are not limited to advertising on TV or radio, but have penetrated the internet.

Examples of marketing models that are included in digital marketing:

- TV and radio commercials
- Online advertising (Facebook Ads, Google Adwords, etc.)
- Email marketing
- Sales letters
- Mobile marketing
- Online endorsement, etc.

Benefits of Digital Marketing

Currently conventional advertising is no longer effective in achieving sales targets. For this reason, digital marketing techniques are needed with the following objectives:

1. Increase sales and profit
2. Spending less money, time, and energy that was originally used for promotion
3. Capturing markets and consumers with a wider reach
4. Become a liaison between sellers and customers more easily
5. Increase Return on Investment
6. Improve business competitiveness

Understanding Business Communication

In pioneering the communication business, it is very important, communication is a determining factor in achieving the business goals that are built. The goals that have been set at the beginning of starting a business will be easily achieved if you are able to communicate well and effectively. According to Purwanto (2006:4), the notion of business communication is communication used in the business world, including various forms of communication, both verbal communication and non-verbal communication to achieve certain goals.

Basically, business communication is divided into two, namely verbal communication and non-verbal communication.

Verbal Communication

Verbal communication is communication that is used to provide business information to other parties using written or oral media. This type of communication has an orderly and well-organized structure. So that the messages conveyed can be received well.

Nonverbal Communication

According to anthropological theory, before humans communicate with words, they have used non-verbal communication in body movements. Body language is used as a means of communicating with others.

3. RESEARCH METHODS

The location of this research is located in Panyairan Village, Cihideng Village, Paronpong District, West Bandung Regency. The method used in this research is descriptive with the basis of the research is a survey. Ahmamud (2012) stated that a survey is a method carried out to collect data, information and information about the research subject through observing, interpreting, recording data according to what is available at the research location. Descriptive method is a method used to measure certain social phenomena, then explained descriptively or narratively.

The data collected in the form of primary data and secondary data. Primary data were obtained through direct observation of the object under study and direct interviews with flower business owners in Panyairan Village, Cihideng Village, Paronpong District, West Bandung Regency. Secondary data is obtained from data extracted from a second source or utilizing data that has been available before this research was carried out.

Survey research process

The explanation that research should start with intentions and interests is an explanation to motivate researchers to always be consistent in their research. From interest, the research process progresses to the emergence of ideas, then theories, choosing a method or how research is carried out, and so on.

Some technical steps but ideal in survey research methods, among others:

1. Formulate research problems and write down survey research objectives. Write down the benefits of survey research academically and or practically.
2. Determine research concepts and hypotheses if needed.
3. Collecting information from the results of related studies that have been done previously.
4. Determine the research sample.
5. Make a questionnaire or questionnaire.
6. Collecting data, including giving explanations to research assistants who collect data if they have a research assistant.
7. Process and analyze data manually or by computer.
8. Report the research results in writing.
9. I have explained every step written above in another post. Readers can search for posts in this blog method category.

The data collection in this study are:

1. Observation (Observation)

Observation is data collection at the location of the research implementation as the object under study in order to get a clearer picture of the aspects studied in this research.

2. Interview

Interviews are data collection carried out by communicating directly. This technique is carried out by giving questions to respondents based on a list of questions that have been prepared previously.

3. Literature Review

Literature studies are carried out as a complement and comparison between the practice that occurs in the field with existing theory, as well as helping to solve problems that occur in the field.

4. RESULTS AND DISCUSSION

Profile of flowers in Cihideung Village, Paronpong District, West Bandung Regency

Cihideung Flower Park Bandung is a flower tourism area in Bandung which is located in a village called Cihideung, Paronpong District, Lembang, and is one of the favorite tourist attractions in Bandung for local and foreign tourists. This flower garden is one of the agribusiness tourist attractions that has a very complete collection of flowers, because Cihideung is a special place for the cultivation and nursery of ornamental plants. In this area, almost every house that has a yard is put to good use by the owner, namely to plant plants, most of which are for sale. Indeed, most of the residents of the area work as flower farmers. These flowers are sold in the form of cut flowers or ornamental plant flowers. The village has a dense population and 99% of the population cultivates flowers with the aim of taking advantage of the potential of the Cihideung area to plant and care for flowers. The land in the Panyairan village location, all of the land planted with flowers has become the owner of a foreign citizen, namely China, so residents or Ros flower farmers can only plant rose flowers on rented land.

Suppliers include farmers to develop their flowers, both seed and seed suppliers. Customers are usually from outside the city and within the city who travel to the Cihideung area who are brought home by customers and employees of day laborers or workers who are paid per job done. The threat in the Cihideung flower garden is the entry of newcomers who come from imported goods.

Competitive Strategy Aspect		
1	Threat to enter new company/competitor	The company's entry as a newcomer will have a number of implications for existing flower entrepreneurs in Cihideung Village, For example: increased capacity, the struggle for market share and the struggle for limited production resources.
2	Competition among Companies in the Industry	Competition in the industry greatly affects the policies and performance of flower entrepreneurs in Cihideung Village.
3	Threat From Substitute Products	Flower entrepreneurs in Cihideung Village who are in an industry also compete with substitute products. Even though the characteristics are different, the substitute goods can provide the same function or service.
4	Bargaining power of buyers (Buyers)	Buyers are able to influence companies to cut prices, improve quality and service and pit

		companies against competitors through their strengths
5	Bargaining Power of Suppliers (Suppliers)	Suppliers can influence the industry by wherever they increase prices or reduce the quality of products or services. Suppliers will be strong if the following conditions are met: -The number of suppliers is small -Existing products/services are unique and can create large switching costs -No substitute products available -Suppliers are able to carry out forward integration and process the resulting product into the same product produced by the company -The company only buys in small quantities from suppliers
6	Influence of Power of Other Stakeholders	The sixth power added by Freeman cited by Wheelen is in the form of forces outside the company that have direct influence and interest in the company. The stakeholders in question include the government, labor unions, the community, creditors, suppliers, trade associations, groups with other interests, and shareholders.

Source: data processed by researchers (2021)

There are 2 types of Cihideng roses, namely:

1. Local, usually ordinary flowers (rose flowers)
2. Imported (Brazil), usually this type of flower has more petals, is nicer, prettier, prettier, and expensive

Competition among companies within the scope of the company, namely:

- a. There are fake flowers
- b. Plastic styrofoam flowers and craft paper

The bargaining power of buyers or buyers where seasonal buyers are expensive. Meanwhile, dealers who buy from farmers are priced cheaply. The bargaining power of one score of 20 flower seeds is around Rp. 50.000 per code Rp. 2.500/stem for cut flowers, poly bag flowers for Rp. 5.000 to Rp. 7.000 are bought by middlemen or dealers who later sell them for up to Rp. 20.000 or Rp. 35.000.

From the operational environment aspect

In the Cihideng area, almost 99% of the population cultivates flowers, so the 17 villages in Cihideng are all flower entrepreneurs, where the flowers planted are mostly towards planting roses. Cihideng village mostly cultivates roses because the environmental aspect here is very supportive for the cultivation of roses, where the benefits of planting roses do not have problems planting in the summer or rainy season. During the summer and rainy season, the harvest range does not decrease, including during the Covid-19 outbreak. There was no decline in the planting of roses, either in the yield of the crop or in its sales.

Judging from the environmental aspect, it is seen from the social aspect that almost all of the community farms, and the workers are only one or two people who are from outside, all workers come from the cihideng community and work on their own. Usually for the payment of daily labor employees, everything is done, whether it is watering and giving fertilizer, and is paid around Rp. 100.000. However, if the worker is assigned to take care of the ovulation cuttings flowers, they are usually paid around Rp. 300 which is calculated for the number of days in which they will be paid for ovulation.

Aspects of the economic environment where almost 99% of farmers in Cihideng village almost grow flowers which can improve people's lives. From the political aspect, they are not too involved in political matters or receive assistance of a political or party nature. People in Cihideng Village use loan services more when they need loan funds from BRI and the bank. Creditors cooperate with banks, BRI loans, and MSMEs for farmers.

Technological and global aspects, farmers in global marketing or digital marketing do not really update or offer on social media, but they are more concerned with how to produce the flowers and sell them to dealers or middlemen who come there because there is no flower cooperative for collecting flowers. Marketing marketing includes:

- a. Sold to immigrants
- b. Sold to middlemen
- c. Sold to the city

The competitors in the rose flower, the competition for flowers that are not natural, wood flowers and plastic flowers have the most competition, namely plastic flowers, while rose flower entrepreneurs are only residents around Cihideng, there are many outside business plastic entrepreneurs, many foreign entrepreneurs import plastic flowers.

Aspects reviewed from business communication

Communication is a process of delivering messages by communicators to communicants through media that will have a certain impact. The communication process involves individuals who in fact have different frames of reference (a combination of experience and knowledge possessed by a person). The frame of reference will affect the process of receiving or interpreting the information (perception) that is sent. An information will be interpreted or interpreted not exactly the same by each individual. Even by the same person, if the information provided at different times is not necessarily exactly the same interpreted by that person. The importance of communication in organizations is emphasized by Koehler et al. (1976) that in organizations, communication is the glue that strengthens the relationship between leaders and subordinates. Communication is something that is important for organizational life. The existence of business communication between flower entrepreneurs in the village of Cihideng then establishes coordination and cooperation. Coordination and cooperation are not possible because employees cannot know what their co-workers are doing, superiors cannot receive information and give directions and instructions. A supportive communication climate will encourage employees to participate, communicate openly (have a feeling of freedom in exchanging information and communicating), relax, and be friendly with other employees. A supportive communication climate will have implications for increasing employees' feeling that they are part of the organization, creating a feeling that they are valuable. This condition will very strongly affect self-esteem, commitment to the organization and cooperative behavior. A healthy climate also reflects the organization's ability to anticipate conflicts.

CONCLUSION

Based on the discussion and the results of the analysis that has been done, the researchers can conclude as follows:

The village has a dense population and 99% of the population cultivates flowers with the aim of taking advantage of the potential of the Cihideung area to plant and care for flowers. The land in the Panyairan village location, all of the land planted with flowers has become the owner of a foreign citizen, namely China, so residents or Ros flower farmers can only plant rose flowers on rented land. There are two types of Cihideng roses, namely local, usually ordinary flowers (rose flowers) and imports from Brazil, usually this type of flower has more petals, is nicer, prettier, more beautiful, and is expensive. Judging from the environmental aspect, it is seen from the social aspect that almost all of the community farms, and the workers are only one or two people who are from outside, all workers come from the cihideng community and work on their own. Aspects of the economic environment where almost 99% of farmers in Cihideng village almost grow flowers which

can improve people's lives. Technological and global aspects, farmers in global marketing or digital marketing do not really update or offer on social media, but they are more concerned with how to produce the flowers and sell them to dealers or middlemen who come there because there is no flower cooperative for collecting flowers. Aspects that are reviewed from business communication, namely the existence of business communication between flower entrepreneurs in Cihideng Village, then the establishment of coordination and cooperation. Coordination and cooperation are not possible because employees cannot know what their co-workers are doing, superiors cannot receive information and give directions and instructions. A supportive communication climate will encourage employees to participate, communicate openly (have a feeling of freedom in exchanging information and communicating), relax, and be friendly with other employees.

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ATTACHMENT



