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Community Service on Marketing Online Training Using *Shopee live* for *Aglaonema* Farmers in Depok

ABSTRACT

The utilization of technology within the agriculture sector has commenced to permeate the realm of ornamental plant cultivation. Aglaonema is a species of ornamental plant typically traded through online. The Aglaonema plant is extensively traded in the Depok region and has already been promoted through various social media platforms. The utilization of social media for marketing purposes is associated with certain limitations, primarily due to its relatively minor carrying capacity in terms of sales amount compared to direct marketing conducted in real-time. The primary objective of this community service initiative is to impart knowledge to farmers regarding utilizing live features on the Shopee e-commerce platform. The partners involved in this project are farmers affiliated with the Aglaonema Nusantara Association, located in Depok. The programmes were conducted in August 2023 in Pasir Putih, Sawangan. The selected approaches encompassed counselling, mentoring, and practice. A group of educators facilitates the provision of instructional content. On the other hand, practical application and support are facilitated by a team of students who create a shop seller account and conduct a live demonstration on the Shopee platform. Success indicators could be observed through several means, such as output analysis, pre-test and post-test assessments, and measurement of partner satisfaction. The activity mentioned above yielded several outcomes, including establishing a Shopee seller account, a notable improvement in participants' knowledge by up to 22%, and generating a partner evaluation sheet with a satisfaction score of 4.7 out of 5, denoting a high level of satisfaction. This action was effectively executed under established protocols. Nevertheless, it is imperative to sustain this endeavour to facilitate broader adoption of technology among farmers and enhance their ability to promote and sell their agricultural product effectively.

Keywords: *Aglaonema, Community Service, E-commerce, Shopee live*

ABSTRAK

Pemanfaatan teknologi pada usaha pertanian mulai merambah ke usaha tanaman hias. Salah satu jenis tanaman hias yang bisa diperjualbelikan secara online adalah *Aglaonema*. *Aglaonema* banyak diperjualkan di Depok dan dipasarkan melalui media sosial. Pemasaran di media sosial memiliki kelemahan karena daya dukung terhadap kuantitas penjualan tidak sebesar pemasaran secara langsung (live). Kegiatan pengabdian ini bertujuan untuk memberikan pengetahuan kepada petani terkait pemanfaatan fitur live pada *e-commerce shopee*. Mitra adalah petani yang tergabung dalam Asosiasi *Aglaonema* Nusantara, Depok. Waktu kegiatan selama Agustus 2023 berlokasi di Pasir Putih, Sawangan. Metode kegiatan berupa penyuluhan, pendampingan dan praktik. Materi diberikan oleh tim dosen, sedangkan praktik dan pendampingan dilakukan oleh tim mahasiswa melalui pembuatan akun *shopee* seller dan demonstrasi *shopee live*. Indikator keberhasilan berupa output, pre test dan post test, serta evaluasi kepuasan mitra. Kegiatan ini menghasilkan output berupa akun *shopee* seller, peningkatan pengetahuan peserta yang jika dikuantitatifkan bernilai sebesar 22%, lembar evaluasi mitra dengan kategori sangat puas bernilai 4.7 dari 5. Dapat disimpulkan bahwa kegiatan ini berhasil terlaksana dengan baik. Keberlanjutan program diperlukan untuk membantu lebih banyak petani dalam memanfaatkan teknologi dan memasarkan produknya.

Kata Kunci : *Aglaonema, E-commerce, Pengabdian, Shopee live*

1. PENDAHULUAN

The advent of the contemporary digital era has profoundly impacted various sectors of the economy, encompassing agriculture. The agricultural sector, traditionally characterised by its conventional practices, is currently transitioning towards adopting digital technology. The presence of ample natural resources does not necessarily ensure the prosperity of farmers if the products they produce require to be more competitive and effectively promoted to consumers (Paiva et al., 2020; Pradas et al., 2023). The inefficiency resulting from the extended distribution chain is attributed to the significant disparity between the selling prices set by farmers and the buying prices paid by consumers (Kenanoğlu, 2023).

The integration of technology within the agricultural sector is seen in the context of the ornamental plant industry. When compared to other agricultural commodities, ornamental plants exhibit promising prospects owing to their elevated market value (Leman, 2021) and the growing fascination of urban communities in cultivating them for decorative purposes (Haryanto et al., 2023; Khofifah et al., 2022). Depok serves as a prominent hub for cultivating and trading ornamental plants, with a particular emphasis on the *aglaonema* species. The *aglaonema* plant belongs to the Araceae family and is classified as a deciduous ornamental species originating from the taro-talasan tribe. *Aglaonema* is typically recognised for its primarily green foliage, making it the moniker "Chinese Evergreen" in international contexts. *Aglaonema rotundum*, a cultivar characterised by its red foliage, is documented as originating from Sumatra (Leman, 2021). The hybridisation of numerous *Aglaonema* varieties has resulted in several distinct species, including *Moonlight*, *Pride of Sumatra*, *Widuri*, *Tiara*, *Krishna*, *Angelina*, *Minion*, and *Golden Hope*.

The cultivation of *aglaonema* in Depok is undertaken by ornamental plant growers who are affiliated with an association known as the Asosiasi *Aglaonema* Nusantara (ASA). The *Aglaonema* Nusantara Association (ASA) is a collective of individuals involved in cultivating, selling, or appreciating *Aglaonema* plants across the Indonesian archipelago. Certain agricultural practitioners have employed popular social media platforms, such as *Instagram* and *Facebook*, to enhance the visibility and marketability of their agricultural offerings. The utilization of *e-commerce* applications among farmers is rare despite their inherent suitability for facilitating buying and selling operations.

E-commerce refers to utilizing the internet and websites to conduct digital business transactions, enabling economic exchanges between persons and organisations or companies themselves (Lilavanichakul, 2021). The prevailing electronic commerce platforms in contemporary times encompass *Shopee*, *Tokopedia*, *Blibi*, and *Lazada*. Initially, these platforms were employed to sell fashion and household products. Nevertheless, the utilization of *e-commerce* in plant trade has been demonstrated by scholars such as (Jamaluddin, 2013; Su et al., 2021).

According to (Putra, 2014), the absence of payment transaction guarantees is a notable limitation in social media transactions. The distinguishing factor between this phenomenon and *e-commerce* is the utilization of shared accounts. However, farmers perceive using *e-commerce* platforms as problematic due to a necessary for more understanding regarding various features. Despite the potential benefits associated with these features, farmers require help effectively leveraging them to promote their products (Falah, 2020; Jamaluddin, 2013; Su et al., 2021). Live streaming in electronic commerce facilitates interactive and instantaneous connections between purchasers and vendors, engendering compelling promotional strategies that can significantly influence decision-making. According to (Fitryani et al., 2021), empirical evidence suggests that implementing this particular method can stimulate impulsive buying behaviour, spur unplanned purchases, and lead to product substitutes at alternative retailers.

This particular community service initiative distinguishes itself from comparable initiatives by prioritising support for farmers in live streaming in *e-commerce*. Few other activities prioritise live streaming; instead, they emphasise web-based online marketing (Nugroho et al., 2022), social media (Yuliandhari et al., 2023), marketplace (Manalu et al., 2022), or *e-commerce* account registration (Wahidin et al., 2021). The focus of the service initiative is directed towards *aglaonema* ornamental plant farmers residing in Depok. The primary issue addressed pertains to the limited comprehension and utilization

of electronic commerce among affiliated agricultural producers, alongside the necessity for enhanced capacity among farmers to provide products to consumers. The primary objective of this activity is to enhance the knowledge and proficiency of farmers in the online marketing their products, specifically focusing on ornamental plants. The objective of augmenting the participants' knowledge is set at a rate of 25%. The proposed priority activities or solutions encompass two key aspects: firstly, the promotion of *e-commerce* to augment transaction volumes, and secondly, the use of live streaming elements inside *e-commerce* platforms to effectively engage prospective clients.

2. METHODS

The implementation process encompasses several actions, namely the commencement of preliminary surveys, the execution of the implementation phase, and the subsequent evaluation phase.

1. Problem Identification Stage

Preparation for the implementation of the Community Service programme as follows:

a. Internal Requirements Analysis

The evaluation of marketing development is being prioritised at the current stage. According to (Haryanto et al., 2023), prior research indicates that farmers engaged in ASA (agricultural sustainable agriculture) exhibit elevated levels of education, are in their productive years, and possess a strong aptitude for technology. Social media platforms, such as *Instagram*, *Facebook*, and *WhatsApp*, are widely utilised in contemporary society. However, it is worth noting that several farmers only employ *WhatsApp* as a means of contact with potential clients. Directly serving orders by consumers can restrict the consumer base. The payment method is established on the foundation of mutual reliance between the involved parties without utilizing a shared financial account.

b. Visits to affiliated establishments. Visits were conducted to partner locations to discuss the planned activities, seek necessary permissions and address the primary issues that require resolution. Conversations were conducted with the chairwoman of ASA Depok, and these discussions will be further addressed and deliberated upon during the subsequent monthly community assembly.

Research on the partner situation revealed issues within the marketing and business management domains. Specifically, it was found that farmers require more awareness and expertise regarding *e-commerce*. Additionally, they must improve their technological skills in utilizing live *e-commerce* features.

2. Programme Implementation

a. Introduction and training on *e-commerce*

Socialisation refers to introducing people or groups within a community to new ideas, concepts, or practices (Manalu et al., 2022). The socialisation process commences by imparting knowledge pertaining to i) the composition of the implementation team, ii) the goals of the Community Service initiatives, and iii) the dissemination of information regarding the advantages of the activities and the anticipated results. The primary endeavour is leveraging *e-commerce* platforms for the purpose of enhancing sales through social interactions.

b. Live streaming assistance in *e-commerce*

The provision of live streaming help activities involves the utilization of *Shopee* videos to demonstrate effective communication techniques for farmers. Farmers are instructed in the utilization of the functionalities offered by *Shopee live*.

3. Evaluation Stage

The evaluation phase involves identifying outputs and assessing pre- and post-test outcomes, participant self-reports, and partner satisfaction findings.

3. RESULTS AND DISCUSSION

The implementation of the project encompassed numerous components, such as counselling services, pre-test and post-test assessments, and support in establishing *e-commerce* accounts and facilitating live streaming activities. The programme description is delineated as follows:

i. Counselling or providing material

Material 1: Sales of Ornamental Plants on Tiktok or *Shopee live*

The first material by Dessy Iriani Putri, S.P., M.Sc

The marketing and sales landscape undergoes annual fluctuations in the patterns and strategies employed for promoting and distributing products, items, and services. In recent times, there has been a notable shift towards online platforms in the domain of marketing and sales, as evidenced by the studies conducted by (Manalu et al., 2022; Nugroho et al., 2022; Yuliandhari et al., 2023). This phenomenon is evident through the proliferation of several online marketplaces, such as *Shopee*, Tokopedia, and Lazada. In addition to utilizing online markets for marketing and selling products, businesses are increasingly leveraging social media platforms such as *Facebook*, *Instagram*, WhatsApp, and *TikTok*. The proliferation of online marketing and product sales can be attributed to Indonesia's substantial population of internet users. The number of Internet users in Indonesia accounts for 212.9 million individuals, which represents around 77% of the total Indonesian population. Furthermore, the country's active social media user base amounts to 167 million people, equivalent to approximately 60.4% of the population. The substantial population of internet and social media users in Indonesia facilitates the ability of entrepreneurs to engage in marketing and sales activities through online marketplaces and social media platforms. According to (Meltwalter, 2023), TikTok is expected to experience significant growth in its marketing efforts, particularly in the realm of business promotion.

With the advancement of technology, the functionalities of online marketplaces and social media platforms are consistently expanding (Zarliani et al., 2021). One notable aspect is the "live" functionality. This interactive feature enables social media users to engage in direct video-based interactions. Merchants have the ability to employ this "live" functionality in order to present and promote their merchandise. Several social networking platforms and online marketplaces, such as *Facebook*, *TikTok*, *Instagram*, *Shopee*, and *Lazada*, offer live streaming capabilities. This interactive functionality enables vendors to transmit live video content directly to purchasers. In addition, the seller has the option to physically present the object, allowing potential purchasers to assess its condition firsthand (Fitryani et al., 2021). Buyers prefer sales that incorporate a "live" component due to their ability to circumvent product incompatibilities during live selling sessions. Prospective buyers can visually observe the seller's demonstration of the product's attributes and actively listen to the seller's verbal description.

Live selling is a viable method for marketing various products, including ornamental plants. Ornamental plants are classified within the domain of recreational activities (Khofifah et al., 2022; Suwu, 2021). According to (Meltwalter, 2023), the toys and hobbies category had a significant surge in *e-commerce* expenditure by Indonesian customers in 2022, amounting to 10.45 billion dollars. Ornamental plant vendors can leverage the "live" feature in *e-commerce* platforms to promote and sell their items.

Material 2: Selling Techniques through *Shopee live*

The second presentation by Prisca Nurmala Sari, S.E., M.Sc

The practice of live shopping is vital in the current digital world. This offers advantages to individuals engaged in business, particularly those involved in *Aglaonema* farming, by facilitating an increase in their sales. According to Fletcher & Gbadamosi (2022), for the optimal functioning and productivity of live shopping, *Aglaonema* farmers might adopt the subsequent techniques:

1. It is imperative to establish a suitable and accommodating venue or studio and a reliable and stable connection to facilitate a live event.
2. Develop a customised promotional campaign for live shopping events.
3. Presenting the product from multiple perspectives enhances clarity and comprehension.
4. Evaluate the product and present a visual representation of its physical manifestation.
5. Implement a systematic approach to conducting live shopping promotions in order to enhance the visibility of product brands.
6. This communication aims to update the timetable for live streaming and purchasing activities on various social media platforms.
7. It is advisable to be mindful of the optimal timing for live shopping sessions by strategically avoiding periods of high demand.

The visual element holds paramount importance in determining the efficacy of live shopping, thus necessitating the selection of a seller with an aesthetically appealing visual presentation. This phenomenon has prompted several firms to engage in endorsements or enlist the services of celebrities or artists/actors to assume the role of hosts. Below are a few strategies for enhancing one's speaking style in the context of live shopping:

1. Voice, articulation, and intonation are distinct.
2. No necessary to communicate quickly.
3. Chatting with consumers to allow for questions
4. Creates a favourable impression and a compelling delivery
5. Using persuasive language (inviting/hypnotizing) and the language of spoken copywriting.

The conditions pertaining to the provision of materials are depicted in Figure 1.



Figure 1. Providing material on live sales in *e-commerce*

ii. *Shopee* account creation and live streaming assistance

The mentorship exercise was conducted by students of Community Service Programme with Reza Firdaus, an agricultural student specialising in millennial farming at the Faculty of Agriculture UMJ. Farmers are provided with support in the form of a series of instructions for establishing a *Shopee* seller account, which are outlined as follows:

- The process of enrolling or signing up for the *Shopee* mobile application.
- Including details about the store
- The process of selecting a shop delivery service on the webpage
- The act of transferring or submitting a compilation of product listings.
- The process of confirming account identity to participate in the free shipping programme.
- Establish shipment arrangements using the shipping services endorsed by *Shopee*.
- In order to initiate the withdrawal of profits, it is necessary to provide the bank account details.
- Verify and retrieve profits from the sales balance.

The procedure for adding products to the shop is as follows:

- Include product information (photo or video of the product, product name, category, and description).
- Notate specifications (including brand and attribute information)
- Fill in sales information (product variety, price, stock, *etc.*)
- Complete shipping details (weight, dimensions, and shipping service)
- Add additional details (free order, condition, and presentation).

Figure 2 depicts a photograph capturing the *shopee live* demonstration on the left, accompanied by screenshots showcasing the various *shopee* social media accounts that have been

established. The student team supported photographing the *aglaonema* plants available for sale and aided the farmers in updating their *shopee* accounts with relevant information.

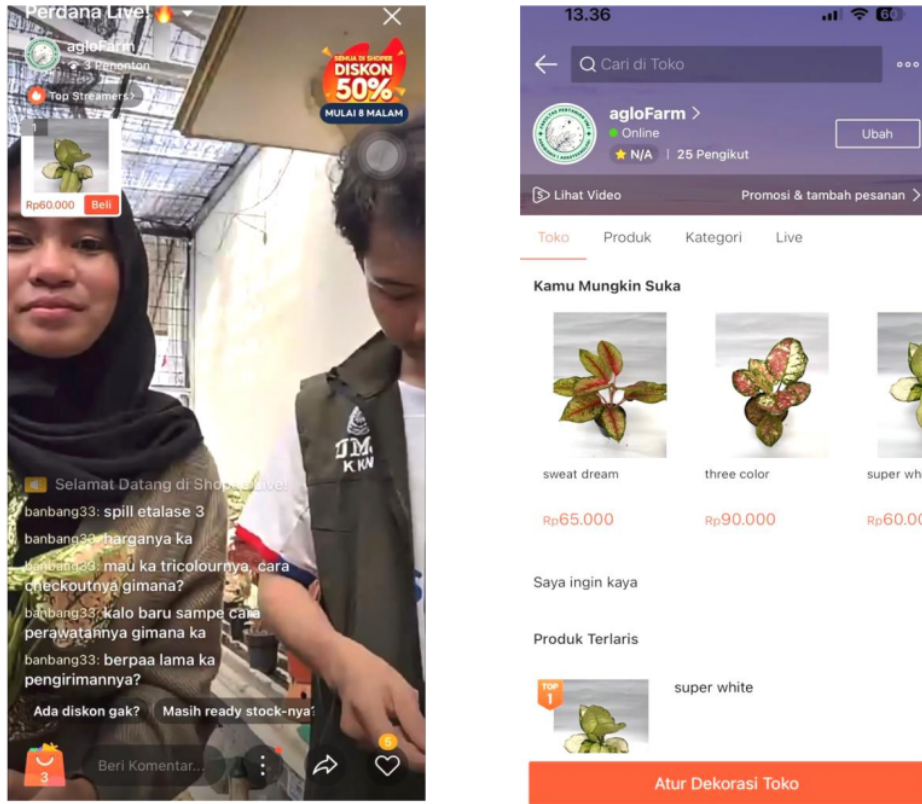


Figure 2. *Shopee live* Demonstration (left); *Shopee* Account Output (right)

iii. Basic Overview of Community Service Target

The individuals involved in this Community Service activity consist of farmers or enthusiasts of ornamental plants with membership within the *Aglaonema* Nusantara Association, located in Depok. Figure 3 illustrates that the majority of the participants (60%) possess entrepreneurial experience, whereas a smaller proportion consists of government officials (20%) and individuals primarily engaged in farming activities (20%). The individuals involved in the study are currently within the age range of 30 to 49 years. This age range is categorized by ILO to be prime working age (range 25-54 age group)(Irawan et al., 2000).

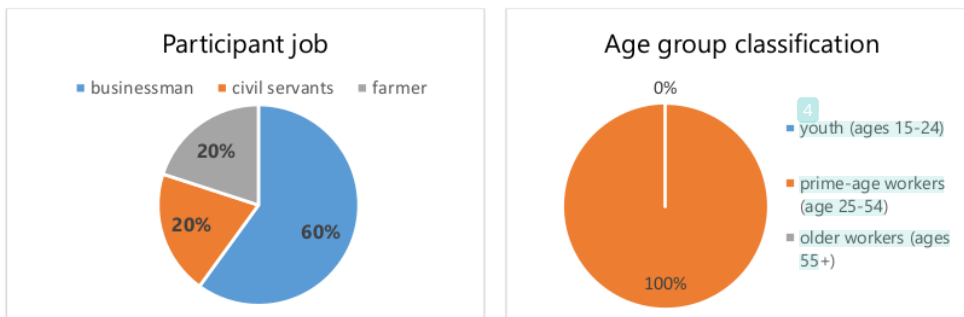


Figure 3. Participant's profile by job (left); and by age group (right)

Figure 3 implies that aglaonema farmer's in Depok classified as educated and prime farmers, which means farmers are currently at their physical peak and have better knowledge than common types of farmers. Several participants reported that their revenue ranged from 10 million to 20 million due to selling ornamental plants. However, there were others who could not provide such statistics as they engaged in ornamental plant cultivation solely as a pastime. In addition to the participants' profiles, a set of fundamental questions was administered as a control measure. The data demonstrated in Table 1 illustrates the proportions of affirmative responses, including "yes," "never," or "agree."

Table 1. Participants' condition before the training

No	Question	Percentage of affirmative answers
1	Have you ever engaged in marketing activities utilizing online media platforms?	87%
2	If such is the case, which media do you utilise?	
	Never	13%
	<i>Instagram</i>	73%
	<i>Facebook</i>	80%
	<i>Tik tok</i>	27%
	<i>Shopee</i>	7%
	<i>Tokopedia</i>	20%
3	Have you ever utilised the "live" feature	60%
4	Has there been any prior training conducted on the subject of online marketing within the context of ASA-Depok?	20%

According to the data revealed in Table 1, a significant majority (87%) of the participants employed online media as a means to advertise and market their products. The majority of participants utilise the social media platforms *Facebook* and *Instagram*. The adoption rate of *e-commerce* on the *Shopee* platform is a mere 7%, while on the *tokopedia* platform, it reaches just 20%. Nevertheless, it should be noted that over 60% of farmers have actively engaged with the live feature available on various online media platforms. The data presented in the table suggests that most farmers have yet to undergo any form of online marketing training.

As Figure 4 shows, the aglaonema planted by farmers is very diverse, both in variety and name. Aglaonema is cultivated in the front yard of the house in a greenhouse built using paranet. Farmer's community relationship is strengthened every month by regular meetings. Figure 4 displays the *aglaonema* profile, whereas Figure 5 presents the farmer's photograph.



Figure 4. *Aglaonema* plant profile



Figure 5. Photo with ASA Depok community farmers

iv. Indicators of Success

The assessment of the effectiveness of community service initiatives involves the utilization of a pre-test, post-test, and an evaluation of farmers' adoption of *e-commerce* accounts and live streaming. Pre-tests and post-tests are typically employed in educational settings to assess the comprehension and proficiency of participants both prior to (pre) and subsequent to (post) the dissemination of instructional content. As in [Falah' \(2020\)](#) research, this research employed a single-group pre-test and post-test design, namely the *One Group Pre-test - Post-test Design*, which involved a sole set of participants and did not include a control or comparison group. The test results for all participants, indicating the total score, are presented in Figure 5, and the test results for each question can be observed in Table 2.

Table 2. Post-test and pre-test results for each question

No	Question	Pre-test average	Post-test average	Percentage change
1	Products that cannot be sold online are ...	8.67	8.67	0%
2	Online buying and selling activities or transactions are called ...	7.33	7.33	0%
3	The most widely used online marketing media in 2023 is ...	3.33	5.33	60%
4	The requirement to sell on TikTok live is ...	8.67	9.33	8%
5	The initial stages of selling on <i>shopee live</i> after having a <i>shopee</i> account are ...	8.00	8.00	0%
	The initial stage of selling on tik tok live is ...	4.67	7.33	57%
6	Which social media provides live shopping features?	9.33	10.00	7%
7	What online media provides live shopping features?	3.33	4.67	40%
8	What is currently the most popular promo?	6.67	8.67	30%
9	What are the most important factors when it comes to live shopping?	6.00	7.33	22%
	Average	6.60	7.67	
	Percentage change			22%

In Tabel 2, the question that exhibited the most significant percentage of change was question number 3, indicating that this question became more comprehensible with the introduction of supplementary materials. A percentage change was still observed in questions 1, 2, and 5. This observation suggests that the participant maintains confidence in the accuracy of the response provided during the pre-test despite its lower level of precision.

The observed percentage change exhibits a positive value of 22%, indicating a discernible augmentation of participant knowledge, quantitatively equivalent to a 22% gain. The observed value closely approximates the anticipated output objective of 25%. The challenges encountered in attaining 1) this objective included the requirement for attentiveness among specific individuals towards the

provided material. While a physical copy of the content has been made available, utilizing a projector may enhance participants' level of engagement. The decision to refrain from using the projector was made in light of prior discussions, which highlighted the constraint of restricted research space. 2) Temporal limitations. The prioritisation of time allocation can be attributed to the community members' agenda.

Out of the total cohort of 32 extended invitations, 20 individuals participated in the designated activities. However, it is noteworthy that only 15 individuals successfully fulfilled the requirement of completing both the pre-test and post-test assessments. The assessment was not included as an average of the pre-test and post-test since the remaining participants completed a single test. Picture 5 illustrates the progression of knowledge for each participant.

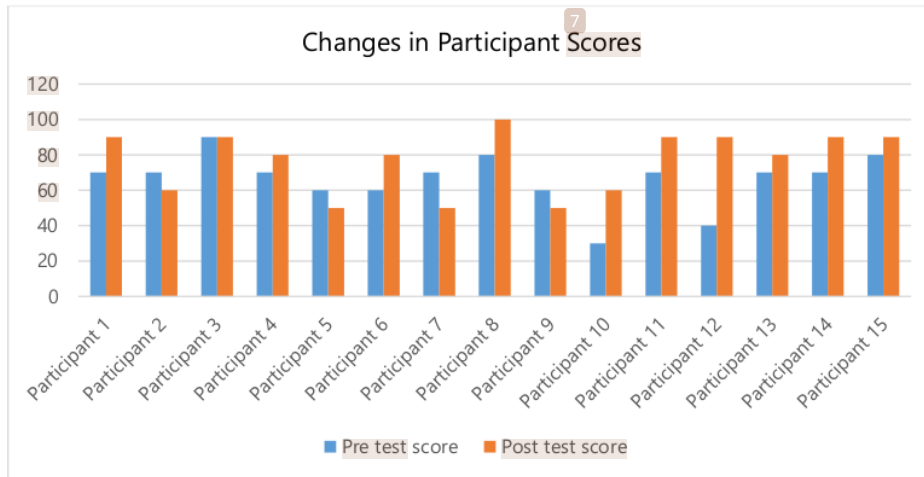


Figure 5. Change in Community Service participants' knowledge score

According to Figure 5, it is evident that there was a collective growth in knowledge among all participants. The participants that achieved the highest marks were Participant 3 and Participant 8. The individuals involved in this study are characterised by their young age and proficiency in utilizing social media platforms, which facilitates their ease in accessing the offered content. The absorption of farmers in introducing new technology is influenced by age and experience, as demonstrated by the studies conducted by [Muhammad-Lawal et al., \(2012\)](#) dan [Zarliani et al., \(2021\)](#) and [Zarliani et al. \(2021\)](#).



Figure 6. Change in Community Service participants' knowledge score

Participants also offer self-statements highlighting the sound effects of the Community Service activities. Figure 6 depicts the alterations in scores after completing the training programme. The self-statement value for nearly all statements is 1, indicating that all participants (100%) possess comprehension and enthusiasm for including live shopping on their social media platforms. The third aspect's score of 0.93 indicates that despite attending the training, the participant still requires a comprehensive understanding of the technical aspects of live shopping. As mentioned earlier, the age variable (Zarliani et al., 2021) and proficiency in technology (Yuliandhari et al., 2023) may serve as contributing factors.

The chairperson of the ASA also assessed a statement made by the partner representative. According to the partner satisfaction sheet, the score obtained is 4.7 out of 5, indicating a high level of satisfaction categorised as "very satisfied." The participants expressed that they had a sense of assistance from engaging in this training session. Positive responses were provided to multiple inquiries, wherein all participants expressed the significance of life sales. Furthermore, the participants demonstrated comprehension of the supplied material and expressed their intention to utilise the acquired knowledge from the training. The findings of this study further demonstrate that training interventions can enhance farmers' comprehension of technology utilization and boost sales, as evidenced by the research conducted by Fitriyani et al., (2021), Wahidin et al., (2021), dan Yuliandhari et al., (2023)

4. CONCLUSION

The community service endeavour was executed successfully and accomplished the intended objectives. Indicators of success can be observed by several metrics, including the tangible outcomes produced, the percentage change in knowledge acquisition, and the favourable ratings obtained from the abdimas partner satisfaction evaluation. The outcome of the endeavour is establishing a *Shopee* seller account specifically designed for farmers. The presentation value of the adjustment closely approximates the anticipated aim of 22% of 25%. The results collected from the partner satisfaction questionnaire indicate that the partners express high satisfaction with the training they have received. Based on the findings of this study, it is anticipated that the provision of support would be sustained for an extended period, thereby enabling a more significant number of farmers to leverage online marketing platforms that incorporate *e-commerce* functionalities effectively.

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RUBRIC: 6TH-8TH SCIENCE ARGUMENT (CER)

CLAIM

Take an arguable position on the scientific topic and develop the essay around that stance.

ADVANCED	The essay introduces a precise, qualitative and/or quantitative claim based on the scientific topic or text(s), regarding the relationship between dependent and independent variables. The essay develops the claim and counterclaim fairly, distinguishing the claim from alternate or opposing claims.
PROFICIENT	The essay introduces a clear, qualitative and/or quantitative claim based on the scientific topic or text(s), regarding the relationship between dependent and independent variables. The essay effectively acknowledges and distinguishes the claim from alternate or opposing claims.
DEVELOPING	The essay attempts to introduce a qualitative and/or quantitative claim, based on the scientific topic or text(s), but it may be somewhat unclear or not maintained throughout the essay. The essay may not clearly acknowledge or distinguish the claim from alternate or opposing claims.
EMERGING	The essay does not clearly make a claim based on the scientific topic or text(s), or the claim is overly simplistic or vague. The essay does not acknowledge or distinguish counterclaims.

EVIDENCE

Include relevant facts, definitions, and examples to back up the claim.

ADVANCED	The essay supplies sufficient relevant, accurate qualitative and/or quantitative data and evidence related to the scientific topic or text(s) to support its claim and counterclaim.
PROFICIENT	The essay supplies relevant, accurate qualitative and/or quantitative data and evidence related to the scientific topic or text(s) to support its claim and counterclaim.
DEVELOPING	The essay supplies some qualitative and/or quantitative data and evidence, but it may not be closely related to the scientific topic or text(s), or the support that is offered relies mostly on summary of the source(s), thereby not effectively supporting the essay's claim and counterclaim.
EMERGING	The essay supplies very little or no data and evidence to support its claim and counterclaim, or the evidence that is provided is not clear or relevant.

REASONING

Explain how or why each piece of evidence supports the claim.

ADVANCED	The essay effectively applies scientific ideas and principles in order to explain how or why the cited evidence supports the claim. The essay demonstrates consistently logical reasoning and understanding of the scientific topic and/or text(s). The essay's explanations anticipate the audience's knowledge level and concerns about this scientific topic.
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PROFICIENT	The essay applies scientific reasoning in order to explain how or why the cited evidence supports the claim. The essay demonstrates logical reasoning and understanding of the scientific topic and/or text(s). The essay's explanations attempt to anticipate the audience's knowledge level and concerns about this scientific topic.
DEVELOPING	The essay includes some reasoning and understanding of the scientific topic and/or text(s), but it does not effectively apply scientific ideas or principles to explain how or why the evidence supports the claim.
EMERGING	The essay does not demonstrate clear or relevant reasoning to support the claim or to demonstrate an understanding of the scientific topic and/or text(s).

FOCUS

Focus your writing on the prompt and task.

ADVANCED	The essay maintains strong focus on the purpose and task, using the whole essay to support and develop the claim and counterclaims evenly while thoroughly addressing the demands of the prompt.
PROFICIENT	The essay addresses the demands of the prompt and is mostly focused on the purpose and task. The essay may not acknowledge the claim and counterclaims evenly throughout.
DEVELOPING	The essay may not fully address the demands of the prompt or stay focused on the purpose and task. The writing may stray significantly off topic at times, and introduce the writer's bias occasionally, making it difficult to follow the central claim at times.
EMERGING	The essay does not maintain focus on purpose or task.

ORGANIZATION

Organize your writing in a logical sequence.

ADVANCED	The essay incorporates an organizational structure throughout that establishes clear relationships among the claim(s), counterclaims, reasons, and evidence. Effective transitional words and phrases are included to clarify the relationships between and among ideas (i.e. claim and reasons, reasons and evidence, claim and counterclaim) in a way that strengthens the argument. The essay includes an introduction and conclusion that effectively follows from and supports the argument presented.
PROFICIENT	The essay incorporates an organizational structure with clear transitional words and phrases that show the relationship between and among ideas. The essay includes a progression of ideas from beginning to end, including an introduction and concluding statement or section that follows from and supports the argument presented.
DEVELOPING	The essay uses a basic organizational structure and minimal transitional words and phrases, though relationships between and among ideas are not consistently

clear. The essay moves from beginning to end; however, an introduction and/or conclusion may not be clearly evident.

EMERGING

The essay does not have an organizational structure and may simply offer a series of ideas without any clear transitions or connections. An introduction and conclusion are not evident.

LANGUAGE

Pay close attention to your tone, style, word choice, and sentence structure when writing.

ADVANCED

The essay effectively establishes and maintains a formal style and objective tone and incorporates language that anticipates the reader's knowledge level and concerns. The essay consistently demonstrates a clear command of conventions, while also employing discipline-specific word choices and varied sentence structure.

PROFICIENT

The essay generally establishes and maintains a formal style with few possible exceptions and incorporates language that anticipates the reader's knowledge level and concerns. The essay demonstrates a general command of conventions, while also employing discipline-specific word choices and some variety in sentence structure.

DEVELOPING

The essay does not maintain a formal style consistently and incorporates language that may not show an awareness of the reader's knowledge or concerns. The essay may contain errors in conventions that interfere with meaning. Some attempts at discipline-specific word choices are made, and sentence structure may not vary often.

EMERGING

The essay employs language that is inappropriate for the audience and is not formal in style. The essay may contain pervasive errors in conventions that interfere with meaning, word choice is not discipline-specific, and sentence structures are simplistic and unvaried.