

Based on the results of the 2020 Population census, Number of Millennials (1980 - 1995) reached 69.9 million people or 25.87% of the total Indonesian population (data source: BPS Census 2020 residents). The present generation (Millennial) has character creative with a variety of ideas, ideas that are out of the box, have self-confidence and courage express opinions, dare to express opinions on social media. (source : Publication Journal Intra Vol 7, No.2, 2019). The last few years many of Generations Millennials who are interested in and channel their hobbies new to the world of Floriculture, starting as an Activator Ornamental Plants, Trader of Floricultural products even Florists (flower arrangers), make the more lively the Flori industry with the presence of Millennials who rely on it technology in socializing and communicating online (social media).



