

Without realizing it, in this pandemic, people's habits are slowly changing. With circumstances that limit us from meeting each other, sending flower arrangements to each other is now a natural thing to help enliven a celebration, congratulate and offer condolences. Flower arrangements that are currently trending are still held by flower boards.

Reporting from data displayed by Google Trend, the keyword "graduation board flower" rose in the range of April and October 2021 which coincided with the graduation time of several universities in Indonesia. Board flowers, which are generally sent as an accompanying condolences, so that they are happy for the newlyweds, are now included with graduation congratulations. This is because the graduation ceremony which is usually done face-to-face while giving hand bouquets or flower boxes to friends who are graduating is now done online at their respective homes. So to fill the void, many sent flower boards that read happy graduation to their friends.

Currently, another unique flower arrangement that is currently being discussed by young people is the Balloon Bouquet. Reporting from Google Trends research, the search for Balloon Bouquet in September 2021 experienced a drastic increase. The factor why balloon bouquets are currently in great demand by customers is because of their large and unique size, besides that the price range given for balloon bouquets is quite diverse.

