Ornamental plants that are not only flowering plants but also beautiful leafy plants certainly have a shelf life that consumers cannot always demand. Ornamental plants are like art products that always follow the tastes and preferences of consumers who keep changing and changing.Consumers who, although not in all parts, tend to cultivate, care for, and collect ornamental plants that are newer and more attractive.Flower ornamental plants are enjoyed in full, of course when the plants have produced flowers until the flower wilting period, meanwhile beautiful leaf ornamental plants such as plants from the Araceae, Arecaceae group have a longer attractiveness time because at any time you can enjoy the beauty of patterns, color variations and leaf shape continues to grow.

The COVID-19 pandemic has brought back the trend of ornamental plants around the world, including Indonesia. Make us aware of the importance of interacting with nature through structuring a greener living environment and interacting through plant care activities. The ornamental plant market is actually a stable market and has been tested for stability for a long time, but of course there are still gaps that need to be filled in the supply value chain and its market.



