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## Effective Branding Strategy in Orchid Cultivation Business (Case Study on Ornamental Plants Dara Garden Karangnongko)

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### Article Information

Submission date	23 December 2024
Revised date	4 January 2025
Accepted date	4 February 2025

### Abstract

**Research aim :** This research aims to determine the branding strategy carried out by Dara Garden and to determine how Dara Garden overcomes challenges when branding its products.

**Design/Method/Approach:** This research uses a qualitative approach with a descriptive method. The informants in this study were the owner of Dara Garden and two employees of Dara Garden. This research was conducted through several activities, namely, pre-survey, data collection, data analysis, data presentation, and making conclusions. Data collection was carried out using observation, interviews, and documentation techniques. The data analysis technique used was data reduction.

**Research Findings :** Based on the findings and discussion, it can be concluded that in implementing the branding strategy carried out by Dara Garden, namely carrying out promotional activities using online and offline promotional channels, strengthening the brand and product differentiation, customer service strategies that create a pleasant shopping experience, and planning a branding strategy that is effective in overcoming challenges and competition.

**Theoretical contribution/Originality :** The results of this research contribute to branding and marketing theory, namely how to plan an effective branding strategy.

**Practitioner/Policy implications :** Practically, this research can be adapted by similar entrepreneurs so as to increase their sales.

**Research limitations:** The limitation of this research is that it only examines the effectiveness of the branding strategy carried out by Dara Garden..

**Keywords :** Strategy, Branding, Effectiveness, Orchidaceae

### 1. Introduction

The very rapid market development in the current digital era means that every business or enterprise will always adapt to the changes that occur [1]. To be adaptive, every business needs to do strategic planning so that business continuity can be maintained. One of the efforts that business people can do to maintain the existence of their business is by implementing a branding strategy [2].

Branding strategies consist of several types that entrepreneurs can choose according to their business [3]. In its implementation, designing a branding strategy requires several stages,

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namely the first is brand awareness, consumer knowledge related to the brand, brand image in the eyes of consumers, brand experience, and consumer loyalty to the brand. In its implementation, designing a branding strategy requires several stages, namely the first is brand awareness, consumer knowledge related to the brand, brand image in the eyes of consumers, brand experience, and consumer loyalty to the brand [4]. Brand strong is a power for business actors to increase the selling power of their products among the public. This is because a strong brand will encourage loyalty from the public or consumers to make repeat purchases [4].

There are various branding strategies that can be done by entrepreneurs so that the brand they own can be recognized by the public and can achieve business goals. Some strategies that can be done are strategies that prioritize integration or are generally related to various things in business operational activities ranging from suppliers, agents, competitors and consumer behavior [3]. The second strategy is an intensive strategy that only focuses on the problems faced. The third strategy is a diversification or product development strategy, and the last is a defensive strategy that aims to reduce excessive operational costs [4]. The use of each of these strategies can be done according to the business conditions or efforts being made.

To plan and choose various branding strategies that are appropriate for the business being run, it is necessary to pay attention to the factors that influence branding strategies. The main factor that influences branding strategies is consumer behavior and is also influenced by internal and external factors such as understanding and ability to build brands and the ability to build relationships with external parties [5]. In determining the right branding strategy, the main thing that must be considered is consumer behavior [6].

By paying attention to consumer behavior, entrepreneurs will be able to find out what kind of products consumers are interested in [7]. To find out the type of consumer behavior, entrepreneurs can conduct market research analysis to find out consumer desires and threats from business competitors [8]. Thus, entrepreneurs can plan an effective branding strategy for orchid cultivation businesses. In addition, to plan an effective business strategy, entrepreneurs also need to have the ability to build relationships with external parties in order to increase brand awareness and attract customer [9].

Currently, orchid cultivation business in Dara Garden tends to be in demand by ornamental plant lovers because this shop offers cheaper prices compared to its competitors. In addition, the orchids offered in this shop are orchids with quality types and attractive colors. In addition, this shop also allows its employees to sell their products outside the shop at prices determined according to the employee's wishes. This is one strategy that can expand market share with agent integration to increase branding in Dara Garden.

However, there are still problems in building a brand, namely that promotional activities through various means, both online and offline, are not yet optimal [8]. Based on the current facts, the orchid cultivation business at Dara Garden is already well known by the local community and even people outside the Karangnongko area.

This means that the branding strategy carried out by the orchid cultivation business owner at Dara Garden is quite good. In addition to introducing products through offline channels, Dara Garden also makes various efforts such as displaying its business in online catalogs, and marketplace platforms such as Shopee. Dara Garden also allows its employees to sell its orchid

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products as a way to introduce Dara Garden's orchid products. Until now, Dara Garden is still trying to increase brand awareness which aims to increase people's purchasing power.

Therefore, this research is important to be conducted in order to help plan an effective branding strategy for Dara Garden's orchid cultivation business so that it can be better known by all Indonesian people as a form of expanding market share and strengthening the Dara Garden brand. By strengthening the Dara Garden brand as a quality orchid cultivation, it will increase people's purchasing power [7]. This will have an impact on the existence of the Dara Garden orchid cultivation business and will improve the welfare of the owners and employees of Dara Garden.

Based on the explanation above, the researcher is interested in conducting a study entitled "Effective Branding Strategy in Orchid Cultivation Business (Case Study on Dara Garden Karangnongko Orchid Cultivation Business)".

### **1.1. Statement of Problem**

Based on this background, the problem formulation in this study is:

- 1) What branding strategy does Dara Garden use?
- 2) How does Dara Garden overcome challenges when branding its products?

The results of problem identification in this study are:

- 1) The target market is only orchid lovers.
- 2) Have not done market segmentation.
- 3) Lack of understanding of the importance of branding.
- 4) Evaluation of the implementation of branding strategies is rarely carried out.

### **1.2. Research Objectives**

This research aims to:

- 1) To find out the branding strategy carried out by Dara Garden.
- 2) To find out how Dara Garden overcomes challenges when branding its products.

## **2. Method**

This research uses a qualitative approach with a descriptive method. The descriptive method is a research method that explains each stage of the process without testing theories or drawing generalized conclusions [10]. The stages in this research include conducting in-depth interviews with each informant, followed by data reduction to group the information used in analyzing effective branding strategies. This process leads to the formulation of research problems, namely: what branding strategies are used by Dara Garden, and how Dara Garden addresses challenges in branding its products. The informants in this study are the owner of Dara Garden and two Dara Garden employees. These informants were chosen purposively, based on specific considerations aligned with the research objectives. The selection criteria include direct involvement in branding activities, marketing, and interaction with customers; specific knowledge in developing and building brand image; and their willingness and

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readiness to be interviewed. This research was conducted at Dara Garden, located in Dusun Karangnongko, RT 01, RW 02, Susuhbango Village, Ringinrejo Subdistrict, Kediri Regency. The research took place on Wednesday, November 20, 2024, and Saturday, December 7, 2024.

The stages of this research involved several activities, including a pre-survey, data collection, data analysis, data presentation, and drawing conclusions. The pre-survey in this study was conducted by observing Dara Garden and examining the conditions, situations, types of flowers, and the number of customers visiting the store. For data collection, this study applied several techniques: observation, interviews, documentation, and review of relevant literature such as journals and books. The observation process was conducted intensively. This research is grounded in evidence-based sources and triangulation, which aims to ensure the validity and reliability of the study. The type of triangulation used is source triangulation. In this study, source triangulation involved verifying the accuracy and consistency of information obtained from in-depth interviews with the owner and two employees of Dara Garden, as well as direct observation of branding activities such as product displays, customer service, and marketing efforts. Documentation was also reviewed, including brochures, banners, social media content, and marketing records owned by Dara Garden. Additionally, all findings were compared with relevant theories derived from academic journals and books. By comparing information from interviews, observations, documentation, and related literature, the researcher was able to gain a comprehensive understanding of the actual context. This approach strengthens the validity and reliability of the research findings, as it does not solely rely on the subjective perceptions of the informants.

The data analysis technique in this study was carried out by reducing the data that focused on the research problem, namely the branding strategy for orchid plants in Dara Garden. Furthermore, after reducing the data, the researcher carried out the data selection stage. This data selection stage was carried out to describe the focus of the information that had been obtained. After that, the researcher conducted an in-depth data analysis of the information and data obtained. The results of this analysis are presented in the form of a description. The last stage in the data analysis technique in this study is to draw conclusions from the information that has been obtained to answer or provide solutions to the research problem.

### 3. Results and Discussion / Results and Discussion

Before asking the core issues in this study, the researcher conducted a simple conversation with Informant 1 as the owner of Dara Garden, informants 2 and 3 as employees of Dara Garden. This conversation was actually conducted directly with relevant informants to obtain valid and reliable research information. The following is a table of interview results.

**Table 1. Interview Results**

No.	Question	Informant's Answer	Data Reduction Results
1.	Can you tell us about the beginnings of this orchid cultivation business?	1. At first, I joined a honey community, well, long story short, at the beginning of the pandemic, many people were at home, so instead of doing nothing, I tried the orchid flower business and then I tried to offer it to this honey community, it turned out that many people in this honey	From the interview results, information was obtained from 3 sources that the Dara Garden shop was initially opened during the pandemic, then the initial branding steps taken by the shop owner were

		<p>community liked orchids. Then I promoted orchids to them.</p> <ol style="list-style-type: none"> <li>2. Initially promote to the honey community.</li> <li>3. Open a shop at the start of the pandemic and then promote sales to the honey community.</li> </ol>	by directly promoting to the honey community.
2.	How did you start building your orchid product branding?	<p>1. My initial way of building branding was by introducing my orchid products to the honey community, sis. I promoted them directly. Then I also promoted them through online media.</p> <ol style="list-style-type: none"> <li>2. Just do direct promotions to the local community, Miss, through shop banners.</li> <li>3. Do direct promotions and online promotions, sis.</li> </ol>	Of the 3 informants, there are two important elements in the branding strategy carried out by the owner of Dara Garden, namely through direct promotion carried out by word of mouth, using banners in the shop, and conducting promotions online such as WA and Facebook status, live shopee and others.
3.	What promotional tools do you use to build your orchid product branding to the public?	<p>1. We use promotional media to carry out branding strategies by promoting, especially in online media such as via Facebook, not making a status, then I tell people, then I go live on Shopee, with my employees, they can sell my products at any price they want. So my employees are free to take any profit as long as the buyer is willing. So with the many ways I market this product, I hope people will know that it is mine, so that means my branding strategy can be successful.</p> <p>2. The promotional media used for Dara Garden's branding strategy is direct promotion to the local community, sis, continuing to promote on FB, WA, and Shopee Live, and having agents.</p> <p>3. Promotional media to implement the branding strategy carried out to introduce this Dara Garden orchid product, yes, sis, with promotional media, spreading testimonials, live shopee, and increasing the number of agents.</p>	3 informants stated that the elements carried out in Dara Garden's branding strategy were to carry out promotions, especially in online media, in order to reach more consumers and so that the Dara Garden brand could be better known to the wider community. To strengthen this brand, Dara Garden utilizes social media such as FB, WA, and does live shopee. Dara Garden also has sales agents who aim to be able to introduce Dara Garden to the wider community directly.
4.	What are the testimonials of customer satisfaction in purchasing your product?	<p>1. From the buyer's testimonial notes, my customer said she liked the Dara Garden orchids because the types were varied and the prices were affordable.</p> <p>2. The customer was satisfied with buying orchids at Dara Garden because the quality of the orchids was good and the service was good.</p> <p>3. So far in the Shopee review column, consumer testimonials about Dara Garden are very good, sis.</p>	From the 3 informants stated that the testimonials from consumers towards Dara Garden are very good. Many consumers are satisfied with the products of Dara Garden orchids. The existence of this testimonial is one form of building good branding in the eyes of the public.
5.	How do you develop and determine an effective branding strategy so that the existence of this orchid cultivation business can be maintained?	<p>1. The way Dara Garden develops an effective branding strategy so that the existence of this orchid cultivation business can be maintained is that we must recognize consumer behavior, mbak, meaning that consumers like what kind of orchids, then we must strengthen promotional activities both online and offline, increase the number of agents who help sell Dara Garden orchids and provide</p>	Based on information from informant 1, it is known that Dara Garden's method of compiling and determining an effective branding strategy so that the existence of its business can be maintained is by paying attention to consumer behavior trends, providing quality products,

		<p>testimonials from consumers to attract other consumers to buy and recognize Dara Garden orchid products. By paying attention to consumer behavior trends, then of course we also provide quality products, provide testimonials, carry out online and offline promotions, and use sales agents, of course the hope is that the existence of the Dara Garden business will survive because its branding strategy is effective.</p>	<p>providing testimonials, conducting online and offline promotions, and using sales agents.</p>
6.	What are the steps that Dara Garden must take in planning an effective branding strategy?	<p>1. The steps that I take as the owner of Dara Garden to plan an effective branding strategy are by introducing and strengthening the Dara Garden brand to the public, Miss, it can be from promotional activities that I do both directly and through online promotional media such as live shopee to build brand awareness to the public. Then I inform or publish customer testimonials to build a good brand image, then I provide good service in purchases so that consumers will feel satisfied and can be loyal to Dara Garden.</p>	<p>From this information, it is known that the stages in branding strategy planning carried out by Dara Garden are introducing and strengthening the brand, building brand image, providing a good experience to create consumers who are loyal to the Dara Garden brand.</p>
7.	In your opinion, is it necessary to pay attention to and continue to improve business brand strengthening? Why?	<p>1. In my opinion, strengthening the business brand needs to be considered, Miss, and it must continue to be improved because by strengthening the brand, the Dara Garden brand will be better known by the wider community. The stronger the branding that Dara Garden has, the more people will know about Dara Garden's orchid products. Thus, Dara Garden's sales will increase, Miss. For this reason, brand strengthening must continue to be carried out, Miss, as one of Dara Garden's branding strategies in order to maintain the existence of the business.</p>	<p>From the results of the interview it is known that brand strengthening is one of the branding strategies that must be considered and continuously improved because by strengthening the brand, the Dara Garden brand will be better known by the wider community. The stronger the branding that Dara Garden has, the more people will know about Dara Garden's orchid products. So that the existence of this Dara Garden business will be maintained.</p>
8.	What obstacles or challenges does Dara Garden face in introducing its brand to the public?	<p>1. The obstacles or challenges faced by Dara Garden in introducing its brand or building branding to the public are definitely competition with other brands, Sis, and minimal market access because not everyone likes orchids, as well as the public's reluctance to buy orchids because they are considered quite difficult to care for.</p>	<p>The informant informed that the obstacles or challenges faced by Dara Garden in introducing the brand to consumers are very tight competitor competition amidst minimal market access because not everyone likes orchids and the growing doctrine in society that orchid care is quite difficult, making people reluctant to buy orchids.</p>
9.	How does Dara Garden overcome the challenges of recognizing its business brand?	<p>1. To overcome the challenges in introducing the Dara Garden brand to the public by planning an effective branding strategy, Ms., including strengthening online promotional activities to expand market share amidst tight competition with competitors and minimal market access. Then, with great pleasure, Dara Garden also always provides education to</p>	<p>The results of the interview obtained information that Dara Garden's way of overcoming the challenge of brand recognition is by making an effective branding strategy plan, namely by strengthening online promotional activities to</p>

		consumers who buy orchids related to their care, Ms., in order to overcome customer complaints in orchid care which is quite difficult.	expand market share and providing education to consumers on how to properly care for orchids.
10.	What are the characteristics of your product compared to its competitors?	1. The distinctive feature of Dara Garden Orchid compared to other orchid brands is the variety of orchids, miss, and the orchids are always fresh. The price is more affordable, and Dara Garden's service provides delivery services to consumers' homes and education on how to care for orchids. This distinctive feature is only owned by Dara Garden as a form of branding strategy to strengthen the brand as a business identity.	From the informant, it is known that there are several characteristics of Dara Garden that are not owned by its competitors so that these characteristics will form a brand identity that distinguishes Dara Garden from its competitors. This is one of the branding strategies carried out by Dara Garden to strengthen its business brand.
11.	What are the advantages that provide a pleasant shopping experience when buying orchids at Dara Garden that its competitors don't have?	1. The advantage that provides a pleasant shopping experience when buying orchids at Dara Garden that is not available at its competitors is the provision of educational services on how to care for orchids purchased by consumers. At Dara Garden, every time an orchid is purchased, Dara Garden employees will explain to consumers how to care for the orchids they buy. This service is only available at Dara Garden. At competitor stores, consumers usually only buy and if they do not ask, the store employees will not explain how to care for them. 2. The advantage of the shopping experience at Dara Garden is that we as employees are ready to deliver consumer orders to consumer homes, and we will also provide education on how to care for the orchids they buy. This is not available in competitors. Only our store provides this service to consumers. 3. As an employee, I think that the advantage of providing a pleasant shopping experience at Dara Garden is that consumers can order from home, then we deliver it and provide information on how to care for these orchid plants.	From these 3 informants, it is known that the advantages that provide a pleasant shopping experience when buying orchids at Dara Garden that are not available from its competitors include orchid care education services and orchid order delivery services to consumers' homes located around the Dara Garden shop.

Source: Interview Results

Based on the findings above, it is known that Dara Garden builds and manages orchid product branding through various promotional channels, both online and offline, as well as customer service strategies that differentiate their products from competitors. Through effective promotion, brand strengthening, and education provided to customers, Dara Garden is able to create a strong brand image and maintain its existence in facing market challenges and competition.

## Discussion

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## 1. Use of Online and Offline Promotion Channels

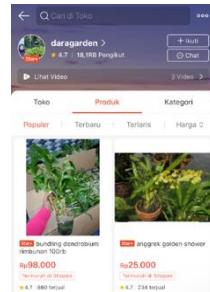
One of the main findings in this study is the use of offline and online promotional channels by Dara Garden. Based on the results of the interview, it is known that the offline promotional channels used by Dara Garden are direct promotions to the public or community, using banners, shops and using sales agents. While the online promotional media used by Dara Garden are promotions through several social media such as Facebook and WhatsApp by making story posts, installing catalogs or online stores on Shopee, and going live on the Shopee application.

Promotion can be done online or offline to attract the target market so that the products sold can be seen by potential consumers and aims to introduce the product to the public.[10]. Promotion is part of marketing communication that can be done by business owners. Offline promotional activities carried out by Dara Garden are in accordance with previous research which explains that there are 3 types of offline promotional channel categories, namely painting media or written media, oral media and performance media [10].

Written media is a promotional media that uses words including images in communication activities that contain invitations or information related to products sold by business actors [10]. In the context of this research, Dara Garden uses written media in the form of banners installed in stores to introduce Dara Garden orchid products. This banner is expected to convey messages and attract the attention of potential consumers.

Oral promotional media is a promotional media that is carried out directly by business owners to prospective consumers to invite, inform, and introduce products to prospective consumers. In this study, oral promotional media was carried out by the owner of Dara Garden by conducting direct promotions to introduce Dara Garden orchids to the Madu community. Performance media is a promotional media that is carried out by showing the public through activities of arranging or displaying products as exhibitions so that prospective consumers are interested and want to buy the products being sold [1]. In the context of this research, the media show used by Dara Garden is the Dara Garden store which displays various types of orchids by arranging them attractively to attract the attention of potential consumers. This aims to be a form of product demo so that consumers can see the various types of orchids owned by Dara Garden.

Next is online promotional media. Online promotion is a form of advertising effort in cyberspace that aims to expand the target market of the product to be sold [1]. Online promotion is done by using media connected to the internet network. Online promotion media include social media, online advertising, and market places. In this study, the online promotion media used by Dara Garden is by utilizing social media such as Facebook and WhatsApp as a form of online advertising and installing an online store on Shopee and doing live on Shopee. The following are photos of online stores and offline stores at Dara Garden as a form of promotion channel.



Source:Shopee.co.id/Daragarden

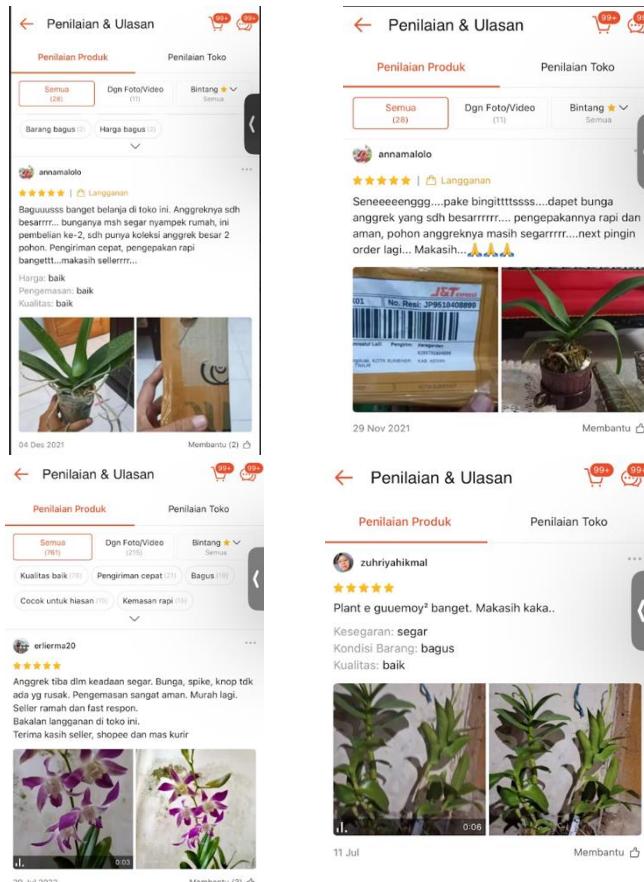


Source:<https://www.facebook.com/rasya.w.firdaus>; Research Data 2024

Dara Garden has an offline store located in the center and has branch stores. The Dara Garden central store is named Dara Garden and the branch store is named Putri Orchid which is adopted from one of the types of orchids. This aims to brand the store by using the name of the orchid as a form of identity that is identical to the products sold. With the existence of offline and online stores, Dara Garden's sales can increase. This is in line with the results of research conducted by Sulistio, 2021, the results of the study also stated that offline stores and online stores are branding activities as the core of business promotion that can increase sales.

## 2. Brand Strengthening and Product Differentiation

Another prominent finding is the importance of brand strengthening in Dara Garden's branding strategy. The brand strengthening process is carried out in a very structured manner, starting with introducing the brand identity through promotional activities and distributing customer testimonials. By providing quality products at affordable prices, Dara Garden has succeeded in creating a positive brand image, which is then strengthened by the distribution of positive reviews from consumers. Testimonials that mention good product quality and friendly and professional service also strengthen Dara Garden's positive image in the eyes of the public.



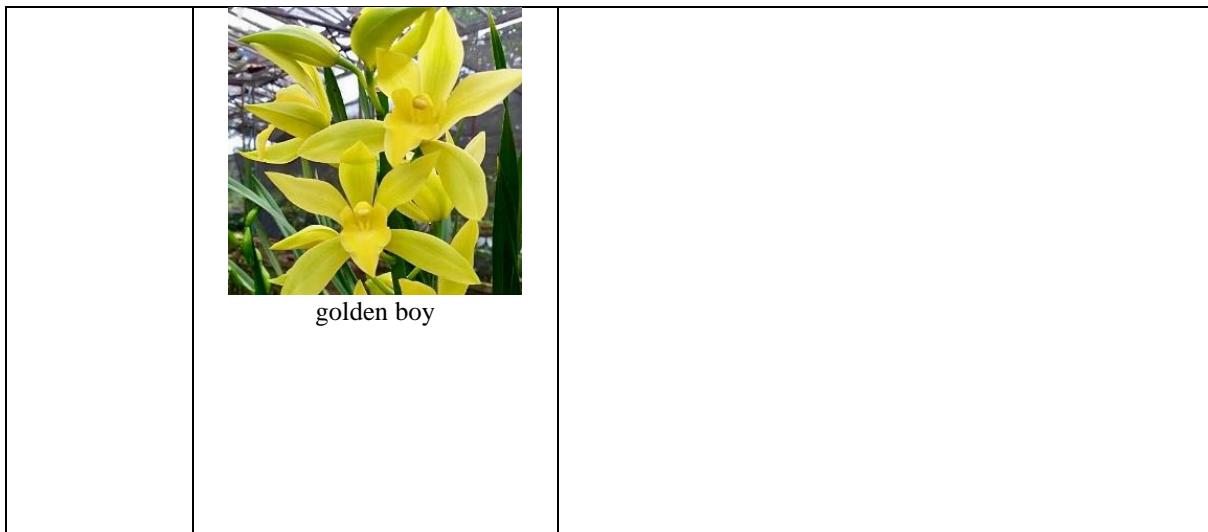
Source:Shopee.co.id/Daragarden

In addition, one of Dara Garden's main strengths lies in the differentiation of the products they offer. Various types of orchids, always fresh, and more competitive prices compared to competitors, make Dara Garden have a strong position in the market. Here are photos of the types of orchids available at Dara Garden.

Types of Orchids	Types of Orchids	Photo
Dendrobium Orchid	Caesar federica(frd)	

 <p>Popeye</p>  <p>Alvaro (Alo)</p>  <p>Brown merry(mry)</p>	        
<p>Moon Orchid</p>  <p>Purple Moon Orchid Batik</p>  <p>Moon Orchid, Shulong Orange</p>	        

<p><b>Vanda Orchid</b></p>	 <p>Adult Orange</p>  <p>Adult vanda orchid pimchai beauty</p>  <p>Adult vanda orchid jumbo plant big flowers</p>	  
<p><b>Ground Orchid</b></p>	 <p>Spathoglottis plicata Blume</p>	 



*Source: Research Result Data 2024*

Another uniqueness is the home delivery service and orchid care education provided to each customer after purchase. Added photos of orchid care education. This education service not only increases customer satisfaction, but also provides added value that is not offered by competitors. Thus, Dara Garden is able to differentiate itself from other brands that only prioritize sales without paying more attention to customer experience.

In the competition of product marketing, Dara Garden needs to implement an effective branding strategy. One way that can be done as a form of branding strategy is by strengthening the brand and product referencing. Brand strengthening is an activity to strengthen the brand so that it is better known by the wider community. One of the activities that aims to strengthen the brand is the promotion and distribution of customer testimonials [11]. This is in line with what Dara Garden does, namely by promoting both online and offline with the aim of expanding the target market, as well as spreading customer testimonials through the assessment and review columns on TikTok which can influence potential new consumers to buy Dara Garden orchids [9].

Good testimonials from consumers will help Dara Garden in strengthening the brand. Good testimonials will provide a positive brand image. Brand image is a description and consumer belief in a particular brand [11]. Simply put, brand image is the process of selecting, organizing and sourcing information to create a meaningful picture. In line with preliminary research conducted by Rahman & Suryani, 2020, which found that product differentiation and brand image have an influence on consumer purchasing decisions [11].

Dara Garden has a positive brand image so that Dara Garden orchid products have a good view from the public. This will help Dara Garden owners in building an effective branding strategy because by creating a good brand image, the consumer's decision to make a purchase will be higher [11]. Strengthening brand image is important because brand image is a determining factor for consumers to make purchases [12]. A strong positive brand image owned by a business will help the business owner to achieve the goal of increasing profits through increased sales and business sustainability[19].

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In addition to conducting promotions to introduce product identity as a form of brand strengthening and building a positive brand image, product differentiation is also one of the branding strategies carried out by Dara Garden. Product differentiation is all efforts made by business owners to create differences among competitors and aims to provide the best value for consumers [13].

The product differentiation carried out by Dara Garden as a form of differentiation with its competitors is the variety of orchid types, delivery services, and orchid care education services. This differentiation makes Dara Garden have added value in the eyes of customers and is different from its competitors. Thus, it will be a strength for Dara Garden compared to its competitors.

The product differentiation carried out by Dara Garden is in line with preliminary research conducted by Rusdian & Hidayani, 2021, which found that product differentiation has an influence on purchasing decisions [13]. Striking differences and having more value will make consumers have more Dara Garden products than competitors. This indicates that the branding strategy carried out by Dara Garden through product differentiation is effective because it is able to attract the attention of consumers and consumers are able to distinguish Dara Garden from competitors. The results of this study are in line with research conducted by Rizki and Mulyanti, 2023 which found that in branding strategies, strengthening brand image and product differentiation are things that influence consumer purchasing decisions [12].

### 3. Customer Service Strategies That Make Shopping Experiences Enjoyable

The customer service strategy implemented by Dara Garden is a key factor in the success of their branding strategy. One of the advantages that distinguishes Dara Garden from its competitors is the educational service provided to customers. Every purchase of orchids is not only accompanied by the product itself, but also a guide on how to care for orchids. This service shows Dara Garden's commitment to providing added value to consumers, who not only buy products, but also understand how to care for the plants they buy.

The educational services provided are able to overcome one of the biggest challenges faced by many orchid consumers, namely the plant care which is considered difficult [9]. By providing knowledge about proper care, Dara Garden not only makes it easier for consumers to care for orchids, but also creates higher customer loyalty. Customers feel appreciated and get more attention from the store, which then increases their chances of making repeat purchases and recommending Dara Garden products to others.

In addition, home delivery service is also an added value for customers who may have difficulty visiting a physical store. By providing easy access and extra services, Dara Garden is able to create a pleasant shopping experience for its customers, which can strengthen the brand image and increase customer satisfaction levels.



*Source: Research Data 2024*

Optimal service by prioritizing service quality that is oriented towards customer satisfaction is one of the main keys in building optimal service in order to create a pleasant shopping experience for consumers [14]. The concept of service quality has become a dominant factor in the success of a business[16].

Good service quality and effective promotional activities will get a positive response from consumers. Consumers will feel satisfied because of the good shopping experience and product quality. This consumer satisfaction will have an impact on the emergence of consumer loyalty and will help business owners in carrying out brand strengthening promotions as a form of branding strategy.

Customer satisfaction will encourage customers to make repeat purchases and recommend products to others [9]. In accordance with preliminary research conducted by Haryanti and Baqi, 2019, which found that service quality strategies have an influence on creating customer satisfaction and loyalty [14].

To create customer satisfaction, it is necessary to create a pleasant shopping experience for consumers. One of the efforts that can be made to create a pleasant shopping experience is to provide services that have added value for consumers, one of which is by creating a conducive store atmosphere and services that have additional utility as a form of differentiation. This is in line with preliminary research which explains that the store atmosphere has a relationship with consumer buying interest [14].

The store atmosphere consists of several dimensions, including physical that is in accordance with the five senses. In this case, a clean and tidy store atmosphere will make consumers comfortable in shopping. This needs to be considered and managed by business owners to create consumer shopping comfort.

The next dimension is the social dimension, which is related to the personality of the store employees, customer types and interactions. In this concept, the personality of employees who are friendly and oriented towards optimal service will be an added value for a brand so that it is liked by consumers. Furthermore, business owners or employees need to recognize consumer types so that they can interact well with consumers [14].

Based on the explanation, it is known that in Dara Garden the store atmosphere is very conducive with the physical condition of the store being clean and tidy, making consumers

comfortable in choosing products and shopping at Dara Garden. In the social dimension, Dara Garden has friendly employees who are oriented towards customer satisfaction. This can be seen from the existence of orchid delivery services to consumers' homes and the existence of educational services related to how to care for orchids.

The results of the study show that the social dimension of Dara Garden has been running well. If the store atmosphere is conducive, then it is in line with previous research conducted by Albi, 2020 which explains that a good store atmosphere will affect consumer purchasing interest [14]. Dara Garden with its excellent service has succeeded in attracting consumers to buy its orchid products because of the delivery service and educational service that provide a positive impression from consumers, thus creating a pleasant shopping experience that has an impact on consumer purchasing interest.

#### 4. Facing Market Challenges and Competition

In facing market challenges and competition, Dara Garden faces several obstacles, such as tight competition with competitors, limited market access, and public perception regarding orchid care which is considered difficult. To overcome this, Dara Garden implements a branding strategy that includes strengthening promotions, increasing sales agents, and continuing to provide education to consumers on how to care for orchids.

In addition, the use of diverse promotional channels and increased interaction with customers through social media and live streaming allows Dara Garden to build stronger relationships with customers, even though they face stiff competition.



*Source: Research Data 2024*

Amidst limited market conditions and challenges in accessing a wider market, intensive digital marketing strategies help introduce products to new consumers who may not have previously been interested in orchids. Digital marketing can be used by business owners to carry out branding strategies in order to overcome challenges, one of which is limited market access [18]. Digital marketing will help business owners to expand their target market through promotions and sales on various platforms such as social media and e-commerce such as Shopee.

Based on preliminary research, it was found that digital marketing has an influence on consumer behavior [6]. By using digital marketing, the market share of this orchid can be expanded because the target consumers are not only the surrounding community but also people in various other areas. Thus, the challenges related to limited market access caused by not everyone liking orchids can be overcome by Dara Garden.

The existence of tight competition and minimal market access are the main challenges that must be resolved by Dara Garden in order to maintain the existence of its business. The way Dara Garden overcomes this problem or challenge is by doing digital marketing. Dara

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Garden has an online store on Shopee as a form of implementing digital marketing. Dara Garden uses Shopee to carry out digital marketing which aims to overcome the challenges of tight competition in the Dara Garden offline store area and expand market share to overcome the challenges of limited market access because not everyone likes orchids.

Dara Garden utilizes the live shopee feature to introduce its products to the wider community online. The goal is for people who watch the live to be interested in buying Dara Garden's orchids. By doing an interesting live and attractive promo, potential consumers will be interested in buying Dara Garden's orchid products even though they may not be orchid lovers.

Attractive promotions in digital marketing are essential to attract consumer interest in buying[20]. This is in line with previous research which states that digital marketing will provide opportunities for consumers to seek information about products, see products directly when live, and see testimonials from other consumers. These things will influence consumer behavior and have an impact on consumer purchasing decisions [6].

Effective digital marketing will be able to overcome the challenges faced by Dara Garden. With digital marketing, business owners can interact more with consumers [17]. Expanding market access through digital marketing will be a strength to increase sales amidst minimal market access because not everyone likes orchids. This is in line with preliminary research which found that the implementation of digital marketing is one strategy in increasing marketing[15].

#### 4. Conclusion

Based on the findings and discussions, it can be concluded that the branding strategy by Dara Garden includes promotional activities with online and offline promotional channels, brand strengthening and product differentiation, customer service strategies that create a pleasant shopping experience. Planning an effective branding strategy can help in overcoming future competencies and challenges.

This research enriches branding theory by providing insight and information regarding how to plan an effective branding strategy for ornamental plant cultivation businesses. Practically, this research can be adapted by similar entrepreneurs so as to increase their sales through increasing brand awareness both through online channels and collaborating with third parties.

Suggestions for future research are that future researchers need to measure the level of effectiveness of branding strategies applied to ornamental plant cultivation businesses with more data analysis. Dara Garden business owners can introduce product differentiation such as their unique features and collaborate with relevant parties so that they can attract wider market attention.

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