



Religious and Environmental Values in Ornamental Plants Entrepreneurship

**Bahagia^{1✉}, Abdul Karim Halim², Leny Muniroh³, Rimun Wibowo⁴, Siti Aisyah⁵,
Mira Nurhati Abi⁶**

Universitas Ibn Khaldun Bogor, Indonesia^{1,2,3}

LPM Equator Bogor, Indonesia⁴

CV. Bintang Herviza Flora, Indonesia⁵

PAUD Tunas Harapan Bogor, Indonesia⁶

E-mail : bahagiagia59@yahoo.co.id¹, abdulkarimhalim7@gmail.com², lenymuniroh@gmail.com³,
rimunwibowo@gmail.com⁴, sitiaisayah86984@gmail.com⁵, miranurhatiabi26@gmail.com⁶

Abstrak

Kerusakan lingkungan masih belum bisa terkendalikan mulai dari kepunahan spesies tanaman, perubahan iklim dan kerusakan tanaman serta pencemaran lingkungan. Usaha tanaman hias sebagai bentuk untuk merespon kerusakan lingkungan hidup. Tujuan dari penelitian ini yaitu untuk menemukan nilai-nilai ekologi atau lingkungan serta nilai ekonomi pada usaha tanaman hias. Metode penelitian yang digunakan yaitu metode penelitian kualitatif deskriptif. Sementara teknik pemilihan responden sebagai nara sumber menggunakan teknik purposive. Hasil penelitian menunjukkan bahwa usaha tanaman hias sebagai indikator pelaksanaan nilai agama sebab manusia disuruh untuk mengelola alam. Sekaligus usaha tanaman hias termasuk upaya untuk bersedekah kepada orang lain sebab tanaman hias memberikan kesegaran dan keindahan bagi yang melihat tanaman tersebut. Disamping itu, usaha tanaman hias turut menjaga memperbaiki lingkungan termasuk memproduksi oksigen sehingga perilaku itu tergolong kepada ajaran agama. selain itu, usaha tanaman hias menjadi alternatif untuk menopang kehidupan keluarga pada masa pandemic covid-19 sebab budidaya tanaman hias tidak perlu menggunakan lahan yang luas. Usaha tanaman hias bisa memanfaatkan lahan pekarangan dirumah sebagai wujud untuk merespon lahan yang sempit namun masih bisa mewujudkan pertanian yang berkelanjutan. Sekaligus menolong masyarakat yang diberhentikan dari pekerjaan untuk memilih usaha tanaman hias.

Keywords: Agama, lingkungan, usaha, kewirausahaan

Abstract

Environmental damage is still uncontrollable, starting from the extinction of plant species, climate change, plant damage, and environmental pollution. Ornamental plant business is a form to respond to environmental damage. The purpose of this study is to find ecological or environmental values and economic values in ornamental plant businesses. The research method used is descriptive qualitative research method. Meanwhile, the respondent selection technique as resource person uses the purposive technique. The results of the study indicate that the ornamental plant business is an indicator of the implementation of religious values because humans are ordered to manage nature. At the same time, the ornamental plant business includes efforts to give alms to others because ornamental plants provide freshness and beauty to those who see the plant. In addition, the ornamental plant business also helps to improve the environment, including producing oxygen, so that behavior is classified as religious teachings. In addition, the ornamental plant business is an alternative to support family life during the COVID-19 pandemic because ornamental plant cultivation does not need to use large areas of land. Ornamental plant businesses can take advantage of home gardens as a form of responding to narrow land but can still realize sustainable agriculture, at the same time helping people who were laid off from work to choose an ornamental plant business.

Keywords: Religious, Environment, ornamental plant business, entrepreneurship

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Bahagia, Abdul Karim Halim, Leny Muniroh, Rimun Wibowo, Siti Aisyah, Mira Nurhati Abi

✉ Corresponding author:

Email : bahagiagia59@yahoo.co.id

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INTRODUCTION

The spread of this virus has in all parts of the world experienced shocks both mentally and economically. Indonesia is one of the countries that is feeling the bad impact of the spread of COVID - 19. Since it was first reported on March 2, 2020, the number of COVID-19 cases in Indonesia has continued to increase. The policies issued by the government have decreased economic activity thus affecting national economic growth (Aliah, 2020). This virus has now reached Indonesia. The most appropriate mitigation to face a pandemic is with 3 M, namely washing hands with soap and clean running water, wearing masks, and keeping a distance (Setiani & Apriyani, 2021). It is supported by the tradition of mutual assisting or mutual working as the way to underpin for mitigating the pandemic covid-19. In central Java, the name of the action is gotong-royong Jogo tonggo, the application is involving the community in reducing the risk of covid-19 (Nurhidayati et al., 2021)(Nurhidayati et al., 2021). The form of mutual helping in the community looks like distributing the food to the person suffering from an ailment (Bahagia et al., 2021). These large-scale social restrictions in various regions have limited space for the community to work, shop, study, and others, causing boredom. Social workers and the community began to look for activities that could fill their spare time, namely by caring for ornamental plants independently in their respective places.

The other detrimental impact is small-medium enterprises like the tofu industry must reduce the amount of monthly stipend of workers, decline the number of production and persistence to trade tofu in the market as there is demanding (Hamanay et al., 2021)(Hamanay et al., 2021). Moreover, restriction policy for overcoming pandemic covid-19 leads to small-medium enterprises perpetrating face arduous conditions because the trader of products are disrupted, undergo to sell the product in the market for the consumer (Yunia, 2021). As a consequence of small-medium enterprises, actors experience a drop in receiving income (Marginingsih, 2021). Even the actor confronts adversity because faces obstacles to adjust the capital, raw material supply chain, and distribution of products in the market (Hajati, 2021). Meanwhile, The problems experienced can be in the form of lack of capital, out of business, dismissal of employees (Latifazzahra et al., 2021). For instance, leather cracker entrepreneurs choose to cut their margins due to rising raw material prices and shipping rates rather than increasing selling prices (Aditya Bagus Singandaru, 2021). As a result, not a few leather cracker entrepreneurs have to lower the wages of their employees or even lay off their employees.

Ornamental plants are plants that have a certain value of beauty and attractiveness. In addition, it also has economic value for interior and exterior decoration purposes room. Because it has an economic meaning, ornamental plants can be cultivated into a business that promises big profits (Lakamisi, 2010). Ornamental plants are usually grown in flower gardens or homes, ornamental plants are also used for landscaping and for cut flowers. Ornamental plants can provide a beautiful, enchanting, and softening atmosphere view (Fatmawati et al., 2019). The people who are impacted discover new hobbies for spending their time. Even a new hobby like gardening ornamental plants can be a great business opportunity promise (Asnahwati, 2021). Ornamental plant commodities have good prospects if developed considering the potential of natural resources and abundant human resources (Igga et al., 2019). Ornamental plants in Indonesia are currently experiencing growth which is marked by the development of ornamental plant production centers in urban areas, as well as the growth and development of business units involving both farmers and entrepreneurs. The main objective of developing a floriculture business in Indonesia is to meet national and international market demands (Tiasmalomo et al., 2020). The implementation of digital technology and online in ornamental plant businesses can reach a wider market locally and nationally as well as the regional and international level (Candrawati, et al., 2020).

Ornamental crop businesses enable to imply through the digital market for combating the adverse impact of pandemic covid-19 to these enterprises. Ornamental plants have a role to decorate in some places such as indoor and outdoor. Also, it obsesses function as decoration because the crop can be placed in front of

the house, dining room, and other places (Partini & Nuraini, 2018). Generally, the peasant implements numerous ways to propagate the plant both generative and vegetative methods. Meanwhile, as the farmer purchase the plant from outside, they learn some way to produce the new plants (Rahmanto & Ismarani, 2018). Economically, based previous research indicates that business of ornamental crop is severe profitable because economically it contributes significantly to alleviate income of the community. In UD. Rahma Nursery enable to collect the benefit of about RP 3,250,000 per month with operational expenses of around RP 7,680,000 per month (Supiani & Sinaini, 2020). Another location can gain benefit in 3 years around (Ulyasniati & Haris, 2020).

This opportunity was used by the people of Sukaharja Village, Cijeruk District, Bogor Regency to try their luck in the ornamental plant business. Many of the people of Sukaharja Village have switched professions from being just collectors of ornamental plants to being ornamental plant farmers. With this social change that occurred in Sukaharja Village, many people changed professions to become ornamental plant farmers so that new social values emerged among the community such as working together, opening up jobs for those in need. From the initial observation, the turnover of ornamental plant traders in Sukaharja Village increased to 150-250 percent from normal conditions, especially for ornamental plant traders that are suitable for decorating the room (Indoor) reap very large profits and can even sell to several other countries. The profit they get in selling overseas has reached a 300-500% increase in prices, in the local market it has increased by 150-250% since this pandemic period. This also makes ornamental plant entrepreneurs in Sukaharja village adapt to this condition so that they compete to develop the most effective marketing strategy. In a pandemic, ornamental plants face to hurdle because the covid-19 catastrophe has transformed and enforced the trader of plants looking for another opportunity market like digitalization to deal with the challenges amid pandemic issues.

For instance, the digital marketing strategy used by farmers group Bojongsari Baru ornamental plants by joining the marketplace such as Shopee, Tokopedia, and Bukalapak. Bojongsari Baru group also uses Instagram social media as a medium to market products. On the other hand, the Bojongsari Baru farmer group does not make improvements in the quality and capability of human resources (groups) for the continuity of digital and online-based ornamental plant businesses (Candrawati, et al., 2020). Religiously, ornamental crop enterprises contain religious value. Islam as rahamatan lil alamin is a concept of love and care, not only for fellow human beings but also for the environment. Empowering the natural environment is an integral part of human tasks in addition to the task of servitude to Allah Almighty. In more popular terms, we often hear the expression *hablummillah wa hablumminannas wa hablumminal 'alam* (human relations with Allah, human relations with others, and human relations with the environment) (Sa'diyah, 2019). The contents contain everything that is needed for the interests of human life and life that is individual and social, both in the form of moral values and legal norms that regulate human relations with the Khaliq (creator) as well as those that regulate humans with other humans as well as with each other and with other creatures that are their environment (Nasukha, 2018).

A human who grows plants will never lose sight of Allah Azza wa Jalla because the benefits of these plants will be felt by humans and animals, even the earth we live in. Plants that we have planted and then taken by anyone, either in a lawful way or in an unlawful way, then we as growers still get a reward, because the plants that are taken a turn into alms for us, therefore reforestation is a pious practice that contains many benefits. for humans in this world and to help benefit humans in the hereafter (Rizal, 2020). Another discovery shows that awareness and knowledge of people lead to an increase in the knowledge of people in implementing Islamic values and the environment (Suyud et al., 2020). Likewise, attitudes and perceptions have a relationship with the intention to conserve the environment. This study can be concluded that knowledge, perceptions, and attitudes have a relationship with the intention to carry out environmental

conservation activities (Selni et al., 2021). Even humans have to rekindle the land as Islamic teaching and circumvent the dead land (Ikhtiono et al., 2020).

Ornamental plants are plants that are cultivated or planted because they have a beautiful value in terms of flowers, leaves, or all parts of the plant. One of the benefits of plants is as a medicinal plant or a source of medicine for living things. Both in terms of stems, leaves, roots, bark, and flowers, they can be used as traditional medicines that are very beneficial for the life of living things on this earth. The use of traditional medicines is still widely found in Indonesia, especially to treat a disease that is still relatively mild such as cough, skin pain, stomach pain, runny nose, shortness of breath, and others (Majanah, 2013). Forest resources are very useful for human life including the plants and trees planted by a Muslim have many benefits, such as the tree can be a shade for humans and animals that pass, the fruit and leaves can sometimes be eaten, the stems can be eaten. made into various kinds of equipment, the roots can prevent erosion and flooding, the leaves can cool the view for people to see, and the tree can also be a protector from wind gusts, help environmental sanitation in reducing air pollution, and much more (Rizal, 2020).

The previous research has not discovered religious value in the business of plants and has not identified the role of business in protecting tea nature and conservation because enterprises must contribute to improving the natural function as a clue that businesses have participated in reducing the emission as a cause of global warming. Even this research tries to find out the strategy of the business to mitigate the covid-19 pandemic. Based on these differences, the research attempt to discover the value of ornamental plant business from an Islamic perspective which connects to improving the condition of the natural environment. The other is to find out about the merits of ornamental plant business to assist economic of household amid the covid-19 pandemic in cultivating in the home garden. Lastly, to find out why the people participate in business plants, especially in ornamental plant enterprises.

METHOD

The research was conducted in Pasir Tengah Village, Sukaharja Village, Cijeruk District, Bogor Regency with the title Realigi Value, Environment, and Economics of Ornamental Plant Agriculture in Sukaharja Village. This type of research is based on data expressed mostly in the form of words – descriptions, accounts, opinions, feelings, etc rather than on numbers. This type of data is common whenever people are the focus of the study, particularly in social groups or as individuals (Walliman, 2011). Participants were humans who were invited to interview, observe, asked to provide data, opinions, thoughts, perceptions (Arifin & Mashudi, 2019). In other words, qualitative research leads us to know people personally and see them as they develop or live according to their understanding of their own world (Nursanjaya, 2021). While the sampling method is done by purposive. This technique is applied because the respondents are directly selected because they have various criteria including the direct owner of the ornamental plant business. Ornamental plant business actors can explain related to conservation and economic and social values because they are directly involved through daily activities at the place of business. The respondents who were determined were 2 farmers who were very successful in the ornamental plant farming business in Sukaharja Village.

The respondents were Mr. Imadudin and Mr. Doski Saepul Ridwan. Mr. Imadudin is the most successful ornamental plant farmer in Sukaharja village so he is very suitable as a respondent in our research because he understands very well how to make the ornamental plant business successful and the second is Mr. Doski Ridwan he is the most famous and successful farmer and exporter in the field of plant export. ornamental so that it is also suitable for digging up information for the research that we make. Data collection in this research is by In-depth Interview (in-depth interview). The respondent will be demanded to reply to the question from the owner of the ornamental plant business. There are some questions to gather the information to encourage the aim of this research comprises the question about the religious value of ornamental

entrepreneurship for the conservation of nature. This question focus on religion and conservation come from the attending of entrepreneurship. The other question is a question related to economic conditions due to business activities. Finally, what is the motivation that causes people to change professions to engage in the ornamental plant business? To interview the respondent, the researcher used a recorder called WhatsApp. Once the data has been obtained, it will be analyzed the level of consistency of answers from respondents during interviews. When the respondent remains consistent by interviewing at various time variations, the respondent's answer is already valid. The truth level of data from interviews will be supported by data from observations and documentation. The combination of these various sources makes the data obtained very valid.

RESULT AND DISCUSSION

Value is a concept that contains rules that are declared correct by the community because it contains human nature which in turn is a general feeling, a general identity, therefore, becomes a general law and will be reflected in human behavior (Jempa, 2018). According to (Subiyakto & Mutiani, 2019) Religious values refer to people's obedience to their creator. Religion is an awareness that manifests deeply in the human heart. Religion looks at the inner aspect, the vibration of personal conscience, the totality of the depths of the human person. Religion does not only concern aspects of life outwardly but also concerns the totality of the human person in its integration into the oneness of God. Religious values are related to personal awareness of obedience to God's rules which are reflected in the individual's behavior. Islam does not only regulate how to worship its people, but Islam regulates everything that is needed by its people from the time of the womb to the grave, therefore as Muslims, they should do something with the intention of worship. The Religious Values in Ornamental Plant Farming in Skaharja Village are based on the results of interviews that have been carried out with respondents, namely: "One of the types of work that is most recommended by the Apostle is farming, this command is the basis for carrying out farming activities. Farming is more rewarding than any other profession. (According to Mr. Dudi).

In addition to managing agricultural land, we are ordered to make efforts. One of our ways is to take advantage of what is available and utilize all available resources for the benefit, and why ornamental plants are worth alms. Ornamental plants can make people feel fresh, especially for people who have a hobby is planting ornamental plants so that we help each other to take advantage of each other's hobbies. Then this profession can be used as a promising profession because it is one of the human efforts to preserve the environment (According to Mr. Dudi). Preserving nature by planting trees is a form of our gratitude as farmers for being given the extraordinary blessing of being able to manage agricultural land as well as we can. When we plant more of course we also provide cool air, oxygen circulation is very good then we also play a role in controlling the temperature and maybe can improve the air. Hopefully whatever we do becomes charity for farmers like us to others. (According to Mr. Doski). Moreover, someone who understands and implements morals towards the environment will not make the environment as part of their life subsystem so that it is easy to exploit the environment but are seen as fellow creatures who have the same position before Allah SWT so that their existence is protected by humans (Fajriansyah et al., 2021). In addition, in the utilization of natural resources, humans must pay attention to balance, not be exploitative and remain proportional so that natural resources are preserved (Syariful Anam et al., 2021). Even humans have an important influence on the sustainability of the ecosystem and human habitat itself, the actions taken, or policies. about the relationship with the environment is very influential for a good environment and human life itself. Normatively, religion calls on all humans to preserve and have ethics towards the environment, the relationship between the two is harmonious (Rambe, 2021).

In hadith, the discovery is strongly connected, from Jabir bin Abdullah RA, the Prophet Muhammad SAW said, "It is not a Muslim who plants a tree or grows a plant (cultivating crops) and then the plant is eaten

by humans, reptiles or something else except that it is worth charity for him." (HR Muslim). Then, in another Hadith Anas bin Malik reported that the Prophet SAW said: There is no Muslim who plants a tree or plants a (small) tree (after it is large and bears fruit) and then is eaten by birds, or by a human or animal but will be a charity (reward) to him" (HR Bukhari). Logically, each plant contributes to improving the environment where the humans and wildlife. Each plant produces oxygen and saves the environment from devastating. Lands must be cultivated as people mandatory to God's but don't create killing and vanishing of an animal which bolster soil fertility (Ikhtiono et al., 2020). Therefore, agriculture is a major contribution to human life. It is one of the demands of fardu kifayah that must be carried out with full confidence.

Plants have an important role in human life, especially people in Indonesia Around the forest, life generally depends on the state of the forest around it especially in terms of food. Plants that have the potential as food ingredients are plants that have organs or parts that can be used for human consumption processed or eaten raw because it contains nutrients that are good for the body and non-toxic (Prabaningrum et al., 2018). Based on numerous research reveal that plants enable to decline the number of emissions. Plants such as tamarandus indica contribute to absorbing CO₂ by 0.014 Kg/Month, Samanea saman and Mangifera indica with an average absorption of 0.013 Kg/Ha, while the one with the least contribution to CO₂ uptake is Ficus sp, which is 0.03 Kg/ha. The average ability of each species in reducing CO₂ emissions is 0.02 Kg/Month (Amin et al., 2014). Trambesi is a tree with the highest carbon dioxide absorption with 29529.43 tons/year, while the fewest Tamarind trees only have 0.0065 tons (Manado et al., 2017). Plants are also useful for providing oxygen (O₂) that humans need to breathe (Gischa, 2021). Ornamental plants are not only useful as a provider of oxygen for ornamental plants, they can also beautify and spoil the eyes of those who see them.

"The ornamental plant business is a nature alms business because our profession produces plants that make the earth maintain global warming and produce oxygen so that it is one of our efforts to nature" (According to Mr. Dudi). In addition, The function of ornamental plants is visual control (vision controller), physical barriers (physical barriers), climate control (microclimate controllers), erosion control, wildlife habitat (habitat for animal life), and aesthetic values (aesthetic value/beauty) (Febriarta et al., 2012). This is in line with the statement of Mr. Doski as Respondent: "planting activities can protect nature, then ornamental plant businesses can control the environment starting from an environment that was previously arid land to become more fertile, then dirty air becomes cleaner, this activity can contribute to controlling temperature and climate." (According to Mr. Doski).

Religious and environmental values are strengthened by the economic value of ornamental plant businesses. Ornamental plant business in this area is part of an alternative business developed by the community, ornamental plants relatively do not require too large a land. Utilizing the front yard of the house next to the house can still be done. Ornamental plants are indeed a business that the majority do. The behavior of selling and doing business with ornamental plants can preserve the plants that have become icons of the city of Bogor. (According to Mr. Dudi). The Ornamental Plants business was chosen by the residents of Sukaharja Village, besides luckily promising Ornamental Plants it also doesn't need to take up a large enough area so that it can be planted in the yard of the house. With this, the Ornamental Plant Business can be an alternative business for Sukaharja Village residents who are affected by Covid-19. The economic value of ornamental plants, which are still high, can increase the income of the residents of Sukaharja Village by not needing a large area of land and only using ornamental plants, planting media, and treatment with fertilizers and adequate watering. Ornamental Plants business.

During the covid-19 pandemic, some business people were affected by the economy, but it was not for ornamental plant businessmen. There are 1000 residents of Sukaharja Village who are involved in the ornamental plant business, while 200 people have been laid off from work and started an ornamental plant business. The data shows that the ornamental plant business experienced an increase in turnover of 40%. The income earned by the residents of Sukaharja Village in the Ornamental Plants business for a month's income is

around 120,000,000, while the annual income is around 2.4 M. That's the income of the seller of the export ornamental plant business. The income earned is to meet the needs of procuring ornamental plant goods for sale and to pay employees and other needs. It is supported by another discovery where the ornamental plant business is lucrative for humans. The B / C ratio value resulting from the calculation is greater than one which is 4.3. The IRR value obtained is 59.1 percent which is greater than the deposit interest rate of 5.75 percent and a PP value of 2.5 which indicates that the return on investment is after 2 years and 5 months from the business carried out and not more than the aging business used is 5 years (Fahria et al., 2020). In addition, ornamental plants also provide benefits with a net benefit received for 3 years amounting to Rp.52,565,000-, with a present value (NPV) of Rp. 27,291,200-, taking into account that the interest rate is 25% annually for 3 years, and IRR>SOOC (Ulyasniati, 2020). While in the face of the covid 19 pandemic, ornamental plant businesses are adapting using the online market, which is no longer face-to-face with consumers but uses various digital market channels. It is encouraged that Ornamental Plant entrepreneurs are following the digital marketing concept 4.0 where the form of promotion is no longer in the form of one-way communication (face to face) which requires meeting directly with consumers but has become a conversation which is a two-way interaction conversation through a smartphone screen where consumers are free to ask questions or submit complaints via Whatsapp, Facebook, email and Instagram regarding the prices of ornamental plant products as well as making sales and purchase agreements (Mahacakri, 2020).

CONCLUSION

Based on the results of the research above, it can be concluded several things, including the ornamental plant business as an indicator of the implementation of religious values because humans are told to manage nature. At the same time, the ornamental plant business includes efforts to give alms to others because ornamental plants provide freshness and beauty to those who see the plant. In addition, the ornamental plant business also helps to improve the environment, including producing oxygen, so that behavior is classified as religious teachings. In addition, the ornamental plant business is an alternative to support family life during the COVID-19 pandemic because ornamental plant cultivation does not need to use a large area of land. Ornamental plant businesses can take advantage of home gardens as a form of responding to narrow land but can still realize sustainable agriculture, at the same time, helping people who were laid off from work to choose an ornamental plant business.

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