MAKING DIGITAL CATALOGS ON ORNAMENTAL PLANTS IN SIDOMULYO VILLAGE AS PROMOTIONAL MEDIA

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Abstract : *The rapid development of technology requires every human being to follow these advances. Sidomulyo village, which has human and natural resources, especially in agriculture, namely ornamental flower planting. Technological advances must be utilized by Sidomulyo Village as an economic improvement and also the quality of its people. By making a digital catalog of ornamental flowers, Sidomulyo provides access and promotion for all people in Indonesia and internationally, the catalog will become a reference and description for consumers. The method used in making this digital catalog has 3 stapes, namely, photogshoot data processing and layouting. The results of the sidomulyo ornamental bynga digital catalog are the use of technological advances.*

Keywords: *Promotion, Economic Development, Digital Marketing*

1. INTRODUCTION

In the ever-evolving modern world, digital technology has opened the door to new opportunities in various fields, including promotion and trade (Irfani, Yeni, & Wahyuni, 2020). Sidomulyo Village, with its distinctive and diverse ornamental plants, is no exception in utilizing digital innovation to support local economic growth and provide convenience for buyers. In this context, designing a digital catalog for ornamental plants in Sidomulyo Village is an important step that can facilitate buyers in searching, selecting, and buying the ornamental plants they want.

In this journal, we will explore the concept of designing a digital catalog for ornamental plants in Sidomulyo Village. The catalog aims to be an interactive and informative promotional medium, which makes it easy for visitors to explore and select the various types of ornamental plants available. The village is home to a variety of ornamental plant species that thrive throughout the year. With this digital catalog, visitors are expected to be able to easily search and understand the characteristics, colors, and meanings of each type of flower.

The village has a wealth of varied ornamental plants, ranging from exotic flowers to potted plants of various shapes and colors. Therefore, this digital catalog will not only showcase the beauty of these plants, but also provide information about the characteristics, and aesthetic value of each type of ornamental plant (Sidomulyo, 2022).

2. METHOD

The method used is the creation of a digital catalog. There are several stages carried out during the catalog making process, these steps are the photoshoot, the data processing, and the layouting.

1. Photoshoot

The photoshoot stage is the stage of taking photos of various types of ornamental plants that will be included in the catalog. At this stage, there are 2 tasks, namely taking photos and recording plant names. The shoot was carried out in the gardens and shops of flower farmers scattered in Sidomulyo village.

2. Data Processing

The data that has been obtained at the photographing stage will be filtered again for accuracy. At this stage, there are 3 stapes, namely data validation via the internet using google lens, data classification based on the type of plant, and a brief description of the plant. This is done to facilitate the grouping of plant species in the catalog layout.

3. Layouting

Layouting is the placement of data that has been classified at the data processing stage into the catalog design. The software used at this stage is Corel Draw. The data is arranged according to the number of types of each type of plant.

This stage is the final stage in the catalog making process, if all the necessary data has been listed then the catalog is ready to be published.

3. RESULTS AND DISCUSSION

Sidomulyo Village is located in Batu Regency, East Java, Indonesia, where 90 percent of the population are flower farmers. It is one of the largest suppliers of ornamental plants. Sidomulyo Village is referred to as one of the largest flower tourism areas in Indonesia. The need for plants makes this village very popular, which is of course very influential on the development of the national economy if managed in the right way (Sidomulyo, 2022).

The development of technology continues to increase, everything that was once considered impossible to do is now very easy to reach (Ngafifi, 2014). Therefore, to keep up with the times with the aim of not only increasing the source of income of the community but also useful for the purposes of data collection and flower bookkeeping. The creation of a flower catalog is necessary, not only for farmers but also to make it easier and reach consumers to choose flowers through online references.

Based on the method used to create this catalog, 250 types of plants were obtained. These plants consist of landscape plants, ornamental plants, and cut plants that are scattered in gardens and shops in Sidomulyo Village (Hariyanto, 2023). This catalog is divided into two forms, namely printed or physical form and digital form with a total of 100 main pages.

This catalog is prepared with three contents, namely village profile, flower catalog, and documentation. The results of the preparation of digital catalog content are as follows :
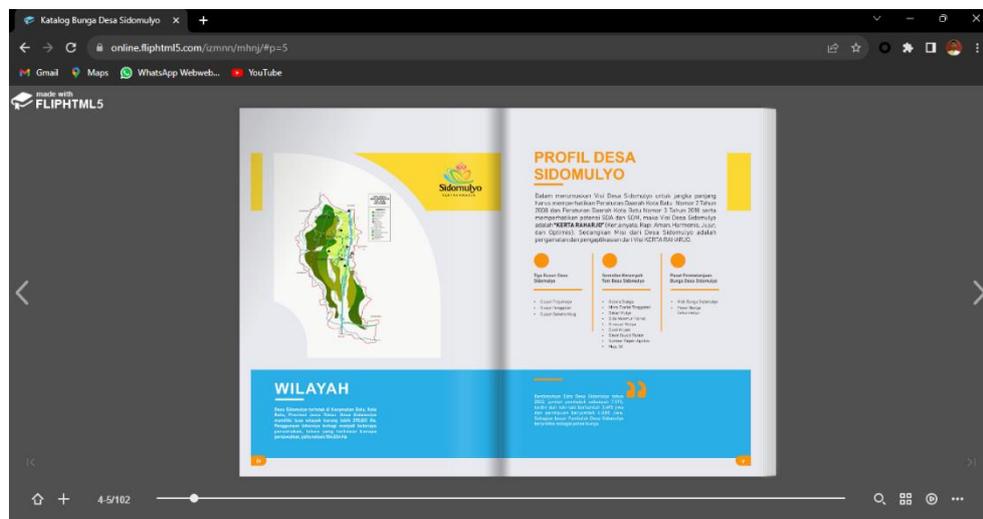

Figure 1. Village Profile Page

Picture 1 displays the village profile which includes the number of hamlets, the number of farmer groups, and the flower shopping center in Sidomulyo Village. The data used on this page takes the latest data owned by the Village in 2022.
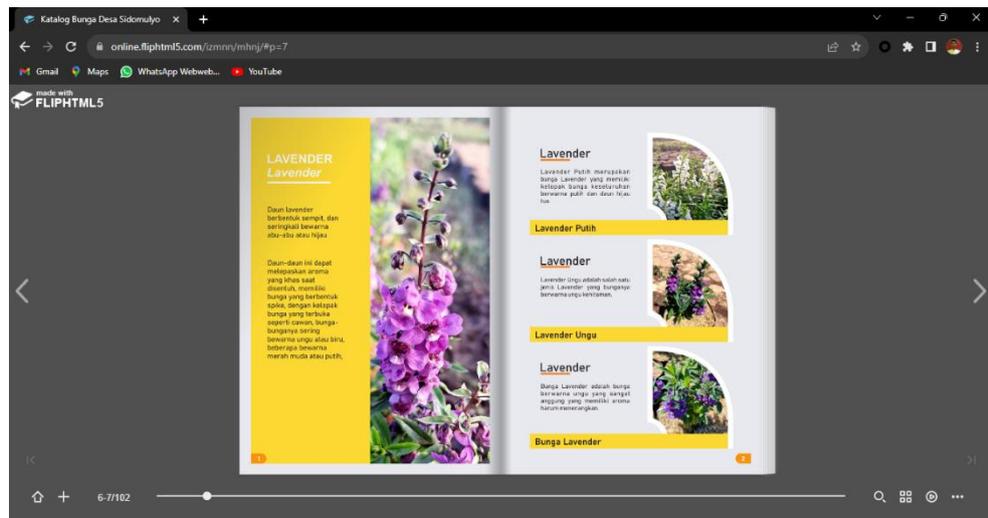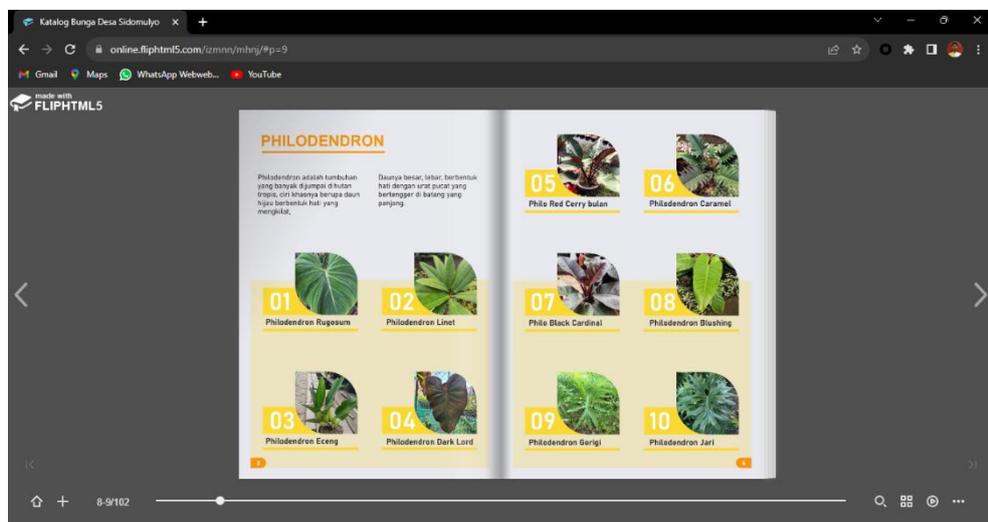

Figure 2. Catalog page layout 1

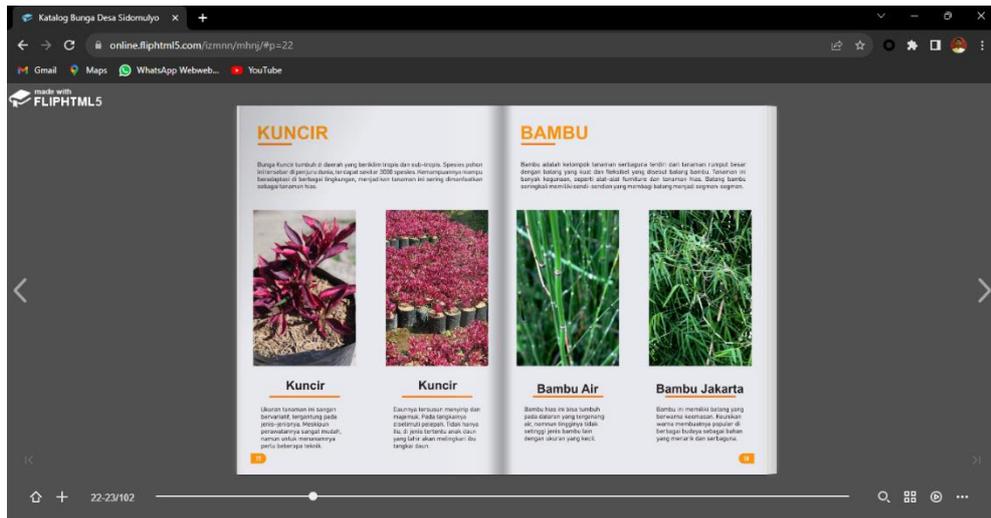**Figure 3.** Catalog page layout 2

Figure 4. Catalog page layout 3

Figures 2, 3, and 4 are views of the main content, namely the flower catalog. The contents of this catalog page are types of flowers or plants along with their names and photos. For flowers or plants that are less than 5, there is a brief description of each type. As for plants whose types are more than 4, there is only the name of the type.

The types of flowers are grouped into different layouts to beautify the appearance of the design. Flowers whose types are less than 5 use layout 1, flowers whose types are more than 4 use layout 2, and flowers whose types are less than 3 use layout 3.
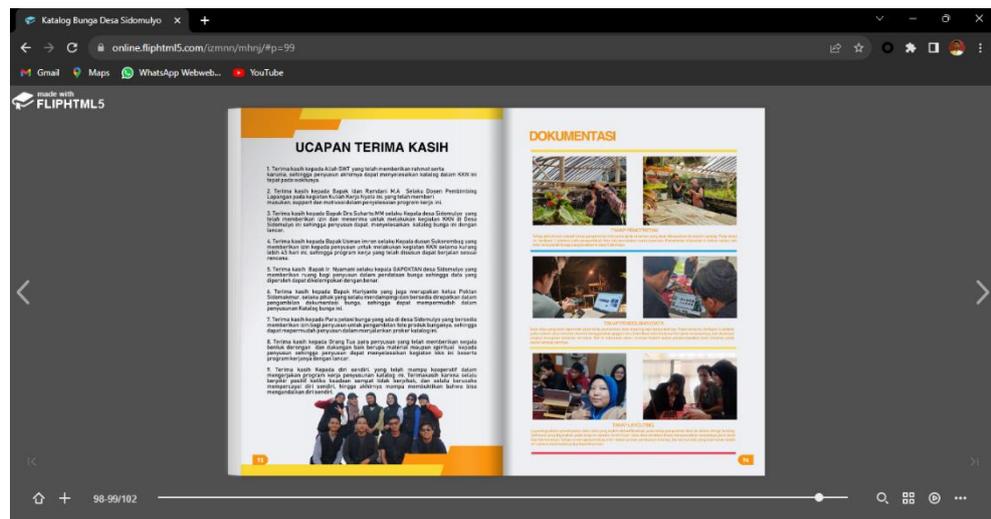

Figure 5. Documentation

Picture 5 shows the acknowledgments page as well as the documentation. This documentation content contains the stages in making the catalog starting from the photoshoot step, the data processing step, and the layouting step. There is also documentation in the form of photos when these stages are carried out.

4. CONCLUSIONS

The lack of information related to Sidomulyo village flowers that are published, makes the making of digital catalogs the main reason for designing information media as well as promotional media. The flower data contained in the catalog is a representation of the flowers found in Sidomulyo village. The method used to design the catalog is divided into three stages, namely the photoshoot step, the data collection step, and the layouting step.

There are 100 pages in the Sidomulyo village flower catalog with 3 main contents in the catalog, namely Sidomulyo village profile, flower catalog, and documentation. The publication of the Sidomulyo village flower catalog contains approximately 250 types of mainstream flowers found in Sidomulyo village. These types of plants consist of landscape plants, ornamental plants, and cut plants.

It is hoped that the digital flower catalog of Sidomulyo village will be a guide for consumers who want to buy flowers but are confused about choosing and as a promotional tool for Sidomulyo village to guide traders and flower farmers in Sidomulyo village.

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