

Bouquet as an Alternative Homemade Creative Business

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Abstract

Purpose: This project explores the potential of a homemade bouquet business that offers long-lasting, sustainable gift options. Targeting students and young professionals, it provides an alternative to traditional flowers that wilt quickly, promoting creativity and eco-friendly gifting.

Method: The bouquets are made from non-perishable materials, such as artificial flowers and fabric, to ensure longevity. A segmentation, targeting, positioning, pricing, and promotional strategy is used to reach the target market. Promotion is carried out primarily on social media platforms like Instagram and Facebook, with personal selling techniques for local engagement.

Practical Application: This project fosters local entrepreneurship, supports young people in developing business skills, and encourages sustainable gifting practices. It also creates local employment and drives innovation in product design and marketing.

Conclusion: The project meets the target market's needs by offering creative, affordable bouquets. Through online marketing and personalized selling, it promotes sustainability and entrepreneurship, contributing to both economic and social development.



Introduction

Gift-giving has long been a significant social tradition across various cultures and societies, with items like flowers, jewelry, and accessories frequently serving as thoughtful and meaningful presents. Among these, bouquets have become one of the most popular gifts, especially during special occasions such as graduations, birthdays, and anniversaries (Pusaksrikit & Chinchanchokchai, 2023; Tajuddin & Asmar, 2024). The tradition of giving flowers as gifts has endured over the years because of their beauty and symbolism, making them ideal for celebrating important milestones. However, despite their widespread popularity, bouquets made from fresh flowers come with a major challenge: their short lifespan. Once flowers begin to wilt, they lose their aesthetic appeal and must eventually be discarded, leading to unnecessary waste. This cycle of fleeting beauty not only affects the longevity of the gift but also reduces the potential for lasting memories that the gift was meant to create (Elumelu, 2024; McGee, 2024).

Recognizing this issue, we saw an opportunity to create a product that not only retains the charm and appeal of a traditional bouquet but also offers sustainability and durability. By utilizing non-perishable materials, such as artificial flowers, fabrics, and other eco-friendly components, we can craft bouquets that maintain their beauty for much longer, offering both aesthetic pleasure and lasting value. These long-lasting bouquets provide an alternative to the wastefulness of traditional floral arrangements, allowing recipients to keep their gift as a memento for years to come. This approach to bouquet-making aligns with the growing demand for sustainable and eco-conscious products in the market, providing customers with an environmentally friendly option that doesn't compromise on beauty or creativity (Naidoo, 2024; Wicaksono & Soelistyo, 2022).

The business initiative targets a specific market segment of students and young professionals, a group that is not only familiar with the importance of gift-giving but is also increasingly concerned with personalization and sustainability. These individuals often seek meaningful and unique gifts for their peers, family members, and colleagues. Whether it's for graduation, a birthday, or an anniversary, students and young professionals are drawn to gifts that reflect their values, creativity, and attention to detail. By offering homemade, personalized bouquets that cater to this need for uniqueness and sustainability, we can appeal to a customer base that appreciates both artistic expression and environmental responsibility (Youth Business International, 2024).

To reach this target audience, the business offers its bouquets both online and offline, ensuring that it can serve a wide range of customers across different locations and preferences (Lindiawatie et al., 2024; Rahmadi & Dewi, 2023). The online presence allows for convenient access, particularly for busy students and professionals, while offline sales provide an opportunity for customers to engage with the product in person, giving them a chance to see and feel the quality of the bouquets firsthand. This dual approach enables the business to tap into various market segments, whether people prefer to shop online or prefer face-to-face interactions. Moreover, this approach helps promote entrepreneurship by creating a platform for young entrepreneurs to explore the business world through hands-on experience in crafting and selling a unique product (Youthful Impact, 2022).

The purpose of this community service initiative is twofold. The first goal is to develop a sustainable business model that focuses on homemade bouquets, offering both economic value and environmental benefits. By engaging in the production and sale of these bouquets, the initiative creates an ongoing, scalable business that contributes to local economies while promoting sustainability in gifting practices. The second goal is to have a positive social impact by encouraging young people to participate in creative and entrepreneurial activities. In addition to providing an alternative to traditional floral gifts, the project aims to foster a creative mindset among students and young professionals, encouraging them to think outside the box and explore the possibilities of entrepreneurship. Through this, the initiative hopes to inspire

others to pursue business ideas that are not only profitable but also contribute to societal well-being (McGee, 2024; Elumelu, 2024).

The expected social impact of this initiative is significant and multi-faceted. First, the project aims to nurture and develop local entrepreneurial leaders, who, through their involvement in the business, will gain valuable skills in product development, marketing, and business management. By creating opportunities for young people to learn and engage in entrepreneurship, the project seeks to build a community of young business leaders who can inspire others and make meaningful contributions to the local economy. Additionally, the initiative hopes to lead a shift toward sustainable gifting practices, moving away from wasteful and environmentally harmful traditions, such as the use of perishable flowers, toward more eco-conscious alternatives. Finally, the project seeks to promote creativity as a core value among young people, emphasizing the importance of thinking creatively, working with sustainable materials, and finding innovative ways to meet the needs of consumers (Youthful Impact, 2022; Youth Business International, 2024).

By creating a business that merges entrepreneurship with social responsibility, the Simple Bouquet Homemade initiative stands to create lasting economic and social impact. It provides young people with an opportunity to explore their entrepreneurial potential while promoting a shift toward sustainable practices in gift-giving. This project not only meets the immediate needs of a target market but also contributes to long-term societal change, encouraging sustainable consumer behavior and entrepreneurial growth in local communities. The initiative serves as an example of how small, creative business ideas can evolve into successful, impactful ventures that bring both financial rewards and positive social change (Youthful Impact, 2022; McGee, 2024).

Method

The community service initiative primarily targets students (ages 16-25) and young professionals, as these groups are often engaged in celebrations such as graduations, birthdays, and anniversaries, where there is a strong demand for meaningful and creative gifts. The project aims to cater to the increasing interest in sustainable gifting options by offering long-lasting, homemade bouquets that provide a unique and eco-friendly alternative to traditional fresh flowers. The project will be implemented in regions with a high concentration of educational institutions, making it easily accessible to the target audience.

The approach to this initiative follows a structured business model that includes several key stages. First, market segmentation will be carried out based on demographic factors, which focus on students and young professionals. Additionally, the segmentation will consider psychographics, specifically those who are interested in sustainable and creative gifting options, and geographic location, concentrating on areas near schools, universities, and campuses. This ensures that the product reaches individuals who are likely to engage with such alternatives to traditional flowers.

In terms of targeting, the primary focus will be on students aged 16-25 who are actively involved in the culture of gift-giving, particularly those looking for creative and sustainable alternatives to traditional flower bouquets. These individuals are expected to appreciate the uniqueness of homemade bouquets that offer both personal expression and environmental responsibility.

For positioning, the homemade bouquets will be marketed as premium, creative, and sustainable products. Emphasizing craftsmanship and the long-lasting value of the bouquets will differentiate the product from typical floral arrangements that have a short shelf life. The bouquets will be designed with high-quality materials to ensure durability and will appeal to customers who are looking for personalized and environmentally friendly gifts. This positioning will highlight the opportunity for consumers to express their creativity through gift-giving while reducing their environmental footprint.

Regarding pricing, the bouquets will be offered at a range of prices to cater to different

customer budgets. The price for each bouquet will vary depending on factors such as the complexity of the design, the materials used, and the size of the bouquet. Prices will range from IDR 20,000 for simpler arrangements to IDR 200,000 for more elaborate bouquets, allowing flexibility for customers with varying financial capacities.

The promotion strategy will focus heavily on digital marketing, utilizing social media platforms like Instagram, Facebook, and Twitter to reach a wide audience of students and young professionals. These platforms will be used to showcase the bouquets with attractive visuals and engaging content that highlights the product's creativity, sustainability, and uniqueness. Social media campaigns will be designed to resonate with the values and preferences of the target audience. Additionally, personal selling efforts will include direct outreach to local student organizations and communities, building relationships and encouraging word-of-mouth referrals.

The execution of the business will involve creating bouquets using non-perishable materials, such as artificial flowers, fabric, and sustainable elements. These materials ensure that the bouquets can be preserved for much longer than fresh flowers, allowing them to be keepsakes rather than temporary gifts. This approach not only extends the life of the gift but also aligns with the project's goal of offering sustainable alternatives that reduce waste and environmental impact.

Result

Since its inception, the bouquet business has successfully capitalized on the growing interest in sustainable and personalized gift options. As people become more conscious of environmental issues, the demand for eco-friendly alternatives to traditional gift items has risen sharply. Recognizing this trend, the bouquet business has focused on providing long-lasting, handmade bouquets crafted from non-perishable materials. This unique offer has allowed the business to stand out in a crowded market. Through effective segmentation and targeting, we have successfully reached a loyal customer base that values both the aesthetic appeal and the sustainability of the product. Our primary customers include students and young professionals, a demographic that is increasingly prioritizing sustainability and creativity in their purchasing decisions.

One of the key factors behind the growth of the business has been our strategic use of social media marketing. Platforms like Instagram, Facebook, and Twitter have allowed us to promote our products to a wider audience, extending beyond the local community. By leveraging the power of visually driven content, we have been able to showcase the beauty and uniqueness of the bouquets, which resonate with customers who are looking for personalized and environmentally friendly gift options. Social media has also facilitated direct interactions with potential customers, building relationships and fostering brand loyalty. This has helped establish the business as a trusted and recognizable name among our target demographic.

The ability to offer a product that balances both aesthetic appeal and sustainability has been key to the business's success. Traditional flower bouquets, while beautiful, have a short lifespan and contribute to waste, whereas our bouquets are designed to be long-lasting, making them both a thoughtful and eco-conscious choice for gift-givers. The market has responded positively to this offer, as it provides an emotional and visual impact while also aligning with the growing desire for sustainable alternatives. The ability to meet both these needs has played a significant role in driving the business's expansion, as more customers are looking for products that align with their values of environmental responsibility and creativity.

Beyond the success of the business, the initiative has had a notable social impact within the community. One of the most significant outcomes of the project has been its ability to provide students and young people with an opportunity to engage in creative and entrepreneurial activities. By involving participants in the process of making and selling the

bouquets, the project has fostered a sense of ownership and pride among those involved. Young people have been empowered to apply their creativity to something tangible, which has helped them develop valuable skills such as product design, business management, and marketing. This hands-on experience has proven to be an enriching opportunity for participants, many of whom have expressed an increased interest in pursuing entrepreneurial ventures.

In addition to providing personal growth opportunities, the project has also sparked meaningful conversations about sustainability in gift-giving. Traditionally, flowers are one of the most popular gifts for special occasions, but they come with the downside of being perishable and contributing to waste. Our business has encouraged a shift toward more sustainable alternatives, demonstrating that eco-friendly options can be just as beautiful and thoughtful as their traditional counterparts. This shift is particularly important in a time when younger generations are becoming increasingly aware of their environmental footprint and are seeking out ways to make more sustainable choices.

Furthermore, the business has created opportunities for local employment. As the business continues to grow, we have been able to hire local individuals to assist with the crafting of bouquets, managing social media content, and handling customer service. This provides job opportunities in the local community, particularly for young people who may be seeking part-time employment or looking to gain experience in the creative or entrepreneurial sectors. As the business scales, the potential for job creation and skill-building continues to expand, contributing to the economic development of the region.

In addition to offering employment, the project has empowered young people by equipping them with the skills needed to succeed in business management, product design, and marketing. By actively involving participants in all stages of the business—from the creation of the bouquets to the promotion and sales—participants are gaining hands-on experience in running a business. This provides them with a valuable skill set that they can apply in their future careers or entrepreneurial ventures. Through this process, they are not only learning about the logistics and practicalities of starting and running a business but also developing leadership qualities, problem-solving abilities, and teamwork skills that are essential in any field.

The business also offers a platform for mentorship and professional development. As young people engage with the business, they are guided by experienced entrepreneurs and creatives who can offer advice and insight into the world of business. This mentorship helps participants build confidence and gain a better understanding of what it takes to succeed in the business world. Over time, this mentorship can lead to the development of local leaders who may go on to start their own ventures or become advocates for sustainable business practices in their communities.

Though the business is still in its early stages, it holds significant promise for expanding its social impact in the future. As the business model continues to grow and evolve, there are numerous opportunities to further deepen its influence on the local community. For example, the business could expand its outreach by offering workshops or training sessions for other young entrepreneurs, sharing knowledge about product creation, marketing strategies, and sustainable business practices. This would allow the initiative to have an even broader impact by inspiring and educating more individuals in the community about the importance of entrepreneurship and sustainability.

Additionally, there is potential to collaborate with local organizations, schools, and universities to integrate sustainability and creativity into the curriculum. By fostering partnerships with educational institutions, the business could offer hands-on experiences, internships, or even co-curricular activities that encourage students to explore entrepreneurship and sustainability in a practical setting. These collaborations would not only support the growth of the business but also help create a larger ecosystem of young entrepreneurs who are passionate about making a positive impact on their communities.

Figure 1. Documentation of Flower Arranging and Example



Discussion

This business initiative has clearly demonstrated that a simple idea, when executed with creativity and purpose, can yield both economic growth and social transformation. The core concept of crafting homemade, sustainable bouquets aligns perfectly with the increasing global demand for eco-friendly alternatives in everyday products, including gifts. As more people become aware of the environmental impact of their consumption choices, the bouquet business provides a meaningful solution by offering long-lasting gifts made from sustainable materials. By tapping into this emerging trend and focusing on sustainability and creativity, the business has successfully positioned itself as a unique player in the gift market, attracting customers who value both aesthetics and environmental responsibility. The creative execution of this idea, coupled with the timely recognition of a growing demand for sustainable gifting options, has laid the foundation for the business's success.

One of the key strategies behind the business's growth has been its ability to target a specific market segment effectively. By focusing on students and young professionals, who are more likely to engage in gift-giving for special occasions like graduations and anniversaries, the business has established a strong customer base. The ability to reach this demographic through digital platforms has further expanded the business's reach. Social media platforms like Instagram, Facebook, and Twitter have allowed the business to showcase the beauty and uniqueness of the bouquets to a much broader audience. The visual appeal of the bouquets, combined with their sustainability, resonates well with a younger, environmentally conscious customer base. This strategic use of social media has played a significant role in building the brand's visibility and creating a loyal customer following, while also fostering a sense of community and engagement among those who value creative, eco-friendly solutions.

While the business has experienced positive growth, there remains substantial potential for further expansion and improvement. One area where the initiative could thrive is in reaching a wider audience. Although digital platforms have been effective for promotion, the business could benefit from increasing its physical presence in the community. This could be achieved through partnerships with local schools, universities, and businesses to host workshops or offer bouquet-making classes. By introducing educational and hands-on experiences related to sustainable gifting, the business can engage more individuals in the local community. These workshops could be tailored to different age groups, from students interested in entrepreneurship to professionals seeking unique, eco-friendly gifts. This initiative would not only promote the bouquet business but also raise awareness about sustainability and the importance of supporting local businesses, thereby creating a more

engaged and informed community.

In addition to business growth, the project has had a significant social impact on the local community. One of the most unexpected yet rewarding outcomes has been its influence on the entrepreneurial mindset of local youth. By offering students and young professionals the opportunity to engage in the process of creating and marketing products, the initiative has fostered an entrepreneurial spirit among participants. Many of the young people involved in the project have expressed interest in starting their own businesses or pursuing creative careers. This shift in mindset is a critical step toward empowering the next generation of entrepreneurs who will continue to drive economic and social change. By demonstrating that it is possible to turn creativity into a sustainable business, the project has shown young people that they too can pursue entrepreneurial ventures that are both economically viable and socially responsible.

Moreover, the business has helped to cultivate a sense of community ownership among its participants. As young people engage in the business, they become more invested in its success, not only as consumers but as contributors to a larger cause. This sense of ownership fosters a deeper connection between the individuals involved in the project and the business itself. By creating a collaborative and supportive environment, the business encourages participants to bring their unique perspectives and ideas to the table, enriching the overall process. This collaborative spirit also creates a space for personal growth, as participants develop valuable skills in product design, marketing, and business management, all while contributing to a shared goal of creating sustainable and beautiful products.

Looking ahead, the social transformation that this project has initiated is just the beginning. There is significant potential to build on the success of the bouquet business by expanding its reach, both in terms of customer base and social impact. The business can further scale its operations by exploring new product lines, collaborating with more local organizations, and offering educational programs that teach sustainability and creativity. Additionally, the project can take on a leadership role in advocating for more eco-conscious gift-giving practices, creating a lasting impact on both the local community and the broader gift market. As the initiative grows, it has the potential to become a powerful example of how entrepreneurial creativity can lead to economic growth while simultaneously promoting sustainability and social change. By continuing to engage with the community and inspire the next generation of entrepreneurs, this business can contribute to shaping a more sustainable and creative future.

Figure 2. Paper Materials



In the article by (Prawita & Jayanti, 2023), titled "Penguatan Ketahanan Keluarga melalui Komunikasi Efektif di Desa Guwosari Bantul," the importance of effective communication in strengthening family resilience is emphasized. The community service activities aimed to enhance family resilience through effective communication. The activities were conducted using methods such as lectures, discussions, effective communication games, and self-reflection. The target participants were women involved in the PKK (Family

Welfare Movement) group. The results of the service showed that the participants understood the material presented and reflected on the material in relation to their current situations. This approach underscores the significance of communication skills in addressing community challenges and fostering social cohesion.

Another article by (Wicaksono & Soelistyo, 2022), titled "Pendampingan Pengembangan Usaha Bawang Goreng Kemasan pada UMKM Desa Banjaragung Kabupaten Jombang," discusses the role of community service in assisting small and medium-sized enterprises (SMEs). The service provided computer-based training for creating simple cash flow reports to enable partners to provide transparent information on their business's financial flows. Previously, the partners were unable to separate personal funds from business funds, making this service a suitable solution to address the partners' problems. The method involved socializing the concept of cash flow and conducting simulations of simple cash flow reports using Microsoft Excel. This highlights the importance of financial literacy and transparent financial management in enhancing the sustainability and growth of local businesses. Both articles emphasize the significance of training and mentoring in improving the capacity of individuals and groups to face social and economic challenges. In the context of your project, similar approaches can be applied to strengthen the entrepreneurial and social sustainability aspects of Simple Bouquet Homemade.

Conclusion

The Simple Bouquet Homemade project has successfully demonstrated how entrepreneurship can be combined with community service to provide both economic benefits and social value. Through the creation of unique, sustainable bouquets, the project has catered to the increasing demand for eco-friendly and personalized gifts, particularly among young consumers. By focusing on creative product development and employing strategic marketing, the business has managed to build a loyal customer base while simultaneously raising awareness about sustainable gifting practices. This initiative has not only contributed to the local economy but also encouraged local entrepreneurship, empowering individuals to explore creative avenues and participate in the growing movement for more environmentally responsible business models.

As the business continues to expand, there are several key actions that can help ensure its sustained growth and broaden its impact. First, community engagement can be increased by offering workshops and forming collaborations with local institutions such as schools, universities, and community centers. These workshops could focus on teaching students about entrepreneurship, creative product design, and sustainable business practices, thereby fostering a wider entrepreneurial spirit among young people. By providing hands-on learning experiences, the project can inspire future entrepreneurs, encourage creativity, and cultivate a deeper understanding of sustainable practices, making the project a valuable educational tool in the community.

To further scale the business, the product line could be expanded to include seasonal bouquets, customized designs, or themed arrangements to cater to a broader range of customer preferences. Additionally, outreach through local events and partnerships with schools and universities could help raise awareness and attract new customers. By becoming more involved in local community events and collaborating with educational institutions, the business can establish a strong presence, further solidifying its position as a trusted provider of sustainable gifts. Increasing the business' social impact involves engaging more young people in the creative process and expanding the project's reach, allowing the initiative to empower local communities while promoting sustainability and entrepreneurship on a larger scale. Through these efforts, Simple Bouquet Homemade can continue to thrive economically while creating a lasting positive impact on both individuals and the environment.

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