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Use Value and Fidelity Level of Ornamental Plants in Tasikmalaya City

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ABSTRACT

Ornamental plant business activities at this time is one of the business activities that many people are engaged in, especially in urban areas. Thus it is necessary to conduct research or documentation regarding ornamental plants based on Use Value and Fidelity Level in Tasikmalaya City. This type of research is qualitative research using a case study research strategy. The data sources used in this study are primary data sources obtained through interviews and direct observation of ornamental plant sellers and consumers in Tasikmalaya City. Meanwhile, secondary data sources in this study were obtained through literature, articles, journals, and internet sites that were relevant to the research being carried out. The results showed that the number of ornamental plant species traded was 134 species with 39 families. Of the total amount, the largest number of ornamental plants traded came from the Familia Araceae with 59 species and the Familia Begoniaceae with 9 species. There were 26 species from 4 families that had a high Use Value value of above 50%. Plants that have the highest Use Value are *Aglaonema alumnia* plants with 84%. As for the Fidelity level calculation, the plants with the highest score were *Monstera Delliciosa* Liebm 44% and *Aglaonema cutlass* 41%.

Introduction

Plant diversity in Indonesia has very varied types which can be classified into several groups such as food plants, medicinal plants and ornamental plants. Each group of ornamental plants has a different habitat, making it easier to maintain. The structure of an ornamental plant can affect the plant when it is used as an ornamental plant if based on the structure and shape of the ornamental plant it can be classified.

Ornamental plants are plants that are considered beautiful and unique and can give an aesthetic impression to those who see them[1]. Caring for ornamental plants not only beautifies your home or room, but will also generate positive energy and a sense of joy for the owner and those who see them. Ornamental plants are a type of product from the agricultural sector. Ornamental plants themselves have their own place because ornamental plants are not included in primary or secondary needs, in contrast to food plants which are primary needs and have a

high level of demand. In 2018 Indonesia was able to produce 853,544 pots of Aglaonema plants, this has decreased compared to 2017, which was 874,822 pots[2].

In urban areas, to create a comfortable and beautiful atmosphere, one of them requires ornamental plants[3]. City parks are very important for greening so the need for ornamental plants is quite high because ornamental plants are needed even though the purpose of planting ornamental plants is different, that is, even before arranging ornamental plants for city plants[4], there are several criteria that need to be considered, such as beautiful and fresh leaf shapes, the colors of the plants are refreshing to the eye, the view from the branches and the strength of the roots and ecological factors such as humidity for growing ornamental plants[5].

Ornamental plants play an active role in the sustainability of urban life and are one of the most versatile benefits in terms of aesthetics, ecology, socio-culture, psychology, hygiene and function[6]. Ornamental plants have a stunning appeal, so that the demand for and interest in ornamental plants continues to experience growth which of course makes it an opportunity to do business or open a business. Ornamental flower cultivation is an activity that has a relationship with the sector that is able to generate business links, especially in the UKM (Usaha Kecil Menengah) section which in turn can help create jobs and increase people's income[7].

Ornamental plant business activities at this time is one of the business activities that many people are engaged in, especially in urban areas. With housing, offices, and frequent special events, the demand for ornamental plants will increase. Moreover, the current air condition which is relatively polluted makes the need for ornamental plants high[8]. Based on information from several sellers of ornamental plants at the Pancasila Market, Tawang District, Tasikmalaya City, said that sales of ornamental plants could decrease or even increase rapidly per day depending on the existing trends. This trend of ornamental plants can show plants that are popularly in demand by the public or even plants that are often discussed which in this way can also affect the prices of these popular plants.

As for peleitian regarding ornamental plants, this has been carried out by Silalahi & Sihotang by conducting an inventory of ornamental plants that are traded in essay nurseries, obtaining data that the composition of plants in the kranggan family nursery has the highest number of species including the Araceae family with 15 species such as *Aglaonema* spp. and *Anthurium* spp., then the Liliaceae family with a total of 7 species such as *Sansiviera* sp. and *Aloe vera*, then Rubiaceae with a total of 8 species like *Ixora* spp[9]. Whereas until now, there has been no research or documentation regarding the Use Value and Fidelity Level of ornamental plants traded in Tasikmalaya City. For this reason, this article will discuss the study of Use Value and Fidelity Level of ornamental plants in Tasikmalaya City.

Research Methods

Research sites

Time for data collection began on June 1 2022 to July 30 2022. For research locations, ten ornamental plant sellers in the Tasikmalaya City area, with details in the Kawalu District area, the researcher conducted interviews with two ornamental plant sellers, for Cihideng sub-district the researcher conducted interviews with one ornamental plant seller, for Bungursari sub-district the researcher interviewed two sellers, for Tamansari sub-district the researcher conducted an interview with one ornamental plant seller, for Tawang sub-district the researcher conducted interviews with two sellers, for Mangkubunmi sub-district one seller was interviewed and for Indihiang sub-district conducted interviews with one seller decorative plants.

Figure 1. Map of research locations

Data source

This type of research is qualitative research using a case study research strategy. Qualitative research method is an approach or study to explore and understand an essential phenomenon to understand these symptoms researchers can interview participants by asking general and rather broad questions to obtain information in the form of words or text which can be called data which is then analyzed and the results of the analysis can be in the form of a description or narrative or it can also be in the form of themes[10]. The data sources used in this study are primary data sources obtained through interviews and direct observation of ornamental plant sellers and consumers in Tasikmalaya City. Meanwhile, secondary data sources in this study were obtained through literature, articles, journals, and internet sites that were relevant to the research being carried out.

Data collection

Observing several ornamental plant sellers in the City of Tasikmalaya. Documenting all field observation activities carried out. Identify various ornamental plants that are traded according to the relevant Identification source book. Carry out interviews with several sellers of ornamental plants regarding matters that will be used as sources.

Furthermore, the results of all data regarding the study of ornamental plants found, and the various plants traded by sellers as materials will be selected and will be analyzed for the types of ornamental plants that dominate in terms of their utilization and the aspect needed by the community based on use values (UV) calculation techniques, as well a fidelity level (FL) analysis calculation technique was also carried out to find out which types of ornamental plants are most liked by the people around the City of Tasikmalaya.

Use value is a quantitative index to evaluate the relative usefulness of an area and is useful for displaying the most used plants in that area[11]. In this study use values are used to calculate the use values of ornamental plants that are most often used to add aesthetic value to an environment or residence. The higher the value of use value obtained, it can indicate the main type used as an ornamental plant[11].

$$UV = \frac{\sum U_i}{n_i}$$

Note:

UV : *Use Value*

$\sum U_i$: Number of informants who know or use plant species.

n_i : The total number of informants interviewed.

Fidelity level is used to calculate the importance of plant species for certain uses[12]. *Fidelity level in this study is used to support data, in terms of identifying the most preferred plants used to beautify certain areas by respondents. As for how to calculate the fidelity level*[12] are as follows:

$$FL = \frac{Ip}{Iu} \times 100\%$$

Note:
FL = *Fidelity Level.*
Ip = Number of informants who provided species answers for a particular use.
Iu = Jumlah total sumber.

Results and Discussion

Based on the results of identification and interviews with informants, it was found that the number of ornamental plant species traded was 134 species with 39 families. Of the total amount, the largest number of ornamental plants traded came from the Familia Araceae with 59 species and the Familia Begoniaceae with 9 species. By carrying out observations and interviews with 10 ornamental plant sellers and 60 informants.

The Araceae family has most of the species that are often used as ornamental plants, food ingredients and for religious ceremonies[13]. The Araceae family consists of several ornamental plants that are currently popular or are in great demand by the public, such as the Philodendron, Monstera, Aglaonema, Caladium plant groups and so on. The Aglaonema ornamental plant is an ornamental plant that is quite popular in Indonesia and even the Aglaonema plant group is nicknamed the queen of ornamental leaf plants. If in the past the popular plants were the anthurium group, especially the wave of love, the ornamental plants that are popular at this time are the Philodendron group or people often call them Philo, where the prices offered for these types of ornamental plants tend to vary which can be a business opportunity for ornamental plant sellers[14]. Furthermore, monstera type ornamental plants which have quite a stunning appeal for the people of Tasikmalaya city besides being able to become ornamental plants for monstera class plants have the advantage of being able to improve air quality if these plants are kept indoors[15].

Families that are least used by the people of Tasikmalaya City are Familia acantaceae, aizoaceae, apiacecae, araucariaceae, convulvaceae, cycadaceae, didieraceae, garrycaceae, gesneriaceae, liliaceae, moracaceae, nyctaginaceae, orchidaceae, oxalidaceae, phylllantaceae, poaceae, polypodiaceae, portulaceae, pteridaceae, solanaceae, and xanthorrareaceae because there is only 1 species. This is due to the interest of the people of Tasikmalaya City in ornamental plants which over time this interest can change along with the types of popular ornamental plants that appear. While the table for calculating the Use Value of ornamental plants traded in Tasikmalaya City is Table 1.

Table 1. The *Use Value* and *Fidelity Level* of ornamental plants traded in Tasikmalaya City.

Family	Scientific name	Local Name	Habitus	*Use Value*	*Fidelity Level*
Acantaceae	*Pachystachys lutea* Nees – lollipop-plant	Bunga lilin kuning	Herbs	4%	0%
Agavaceae	*Sansevieria trifasciata* hort. ex Prain – viper's bowstring hemp	Lidah Mertua	Herbs	33%	0%
	Sansevieria trifasciata var. Hahnii	Sansevieria hahnii	Herbs	23%	0%
Aizoaceae	*Frithia pulchra* N.E.Br.	Sukulen Frithia pulchra	Herbs	14%	7%
Amaryllidaceae	*Crinum asiaticum* L.	Lili Variegata	Herbs	14%	0%
	Crinum latifolium L.	Crinum Jagus	Herbs	7%	19%
Apiaceae	*Adenium obesum* (Forssk.) Roem. & Schult.	Kamboja jepang	Tree	6%	3%
Apocynaceae	*Wrightia religiosa* (Teijsm. & Binn.) Benth. ex Kurz	Anting putri	Tree	13%	0%

	Tabernaemontana divaricata (L.) R.Br. ex Roem. & Schult.	Mondokaki	Herbs	9%	0%
Araceae	*Aglaonema Alumnia*	Aglonema Silver king	Herbs	84%	4%
	Aglaonema costatum N.E.Br.	Aglonema costatum	Herbs	46%	6%
	Aglaonema crispum (Pitcher & Manda) Nicolson	Srirezeki	Herbs	49%	7%
	Aglaonema golden sand	Aglonema golden sand	Herbs	64%	0%
	Aglaonema sp. A	Aglonema Pride of Sumatera	Herbs	56%	19%
	Aglaonema sp. B	Aglonema Superwhite	Herbs	67%	10%
	Aglaonema sp. C	Aglonema kocin	Herbs	50%	0%
	Aglaonema sp. G	Aglonema cutlass	Herbs	64%	41%
	Aglaonema sp. D	Aglonema Stip putih	Herbs	49%	4%
	Aglaonema sp. G	Aglonema birgoy	Herbs	33%	11%
	Aglaonema sp. H	Aglonema Lipstik	Herbs	47%	7%
	Aglaonema sp. I	Aglonema legacy	Herbs	64%	4%
	Aglaonema sp. J	Aglonema Superstar	Herbs	17%	3%
	Alocasia lihengiae C.L.Long & Q.Fang	Alokasia baginda	Herbs	41%	9%
	Alocasia mortfontanensis André	Alokasia amazon	Herbs	23%	3%
	Alocasia reginula A.Hay	Alokasia Blcak Velvet	Herbs	33%	13%
	Alocasia zebrina Schott ex Van Houtte	Alokasia zebrina	Herbs	67%	7%
	Anthurium brownii Mast.	Anthurium corong	Herbs	56%	0%
	Anthurium crystallinum Linden & André	Kuping Gajah	Herbs	63%	7%
	Anthurium plowmanii Croat	Gelombang Cinta	Herbs	54%	3%
	Anthurium radicans K.Koch & Haage	Anthurium sirih	Herbs	27%	0%
	Aglonema Nitidium	Aglonema Nitidium (burmese evergreen)	Herbs	61%	0%
	Caladium bicolor (Aiton) Vent.	Caladium Bicolor	Herbs	59%	0%
	Caladium gingerland	Keladi ginggerland	Herbs	46%	0%
	Caladium lindenii (André) Madison	Caladium lindeni	Herbs	33%	0%
	Caladium sp.	Caladium wayang	Herbs	64%	19%
	Colocasia esculenta (L.) Schott	Colocasia black beauty	Herbs	49%	1%
	Dieffenbachia Schott	Diefenbakias	Herbs	30%	7%
	Epipremnum aureum (Linden & André) G.S.Bunting	Sirih Gading	Herbs	56%	13%
	Monstera adansonii Schott	Janda bolong	Herbs	61%	10%
	Monstera deliciosa var. *borsigiana* Engl.	Mostera Borgisiana	Herbs	49%	33%
	Monstera Delliciosa Liebm.	Monstera delisiosa	Herbs	64%	44%
	Monstera Raphidophora	Monstera rapidopora pertusa	Herbs	66%	4%
	Monstera standleyana variegata	Monstera standleyana variegata	Herbs	61%	6%

	Monstera xanthospatha Madison	Mostera santospata	Herbs	33%	7%
	Philodedron green emerald	Philo hijau	Herbs	49%	19%
	Philodedron melanochrysum	Philo melano	Herbs	47%	11%
	Philodendron brandtianum K.Krause	Philo brandi	Herbs	46%	3%
	Philodendron burle marxii	Philo brekele	Herbs	44%	27%
	Philodendron cruentum Poepp.	Philo Cruentum	Herbs	50%	13%
	Philodendron erubescens K.Koch & Augustin	Philo Erubescans	Herbs	51%	4%
	Philodendron gloriosum André	Philo glorio	Herbs	31%	33%
	Philodendron hastatum K.Koch & Sello	Philodendron silver sword	Herbs	30%	11%
	Philodendron Narrow	Philodendron red pluto	Herbs	29%	13%
	Philodendron panduriforme (Kunth) Kunth	Philo panduri	Herbs	49%	4%
	Philodendron plowmanii Croat	Philo plowmanii	Herbs	43%	29%
	Philodendron radiatum Schott	Philo radiatum	Herbs	41%	30%
	Philodendron red moon	Philo moonlight	Herbs	40%	20%
	Philodendron rugosum Bogner & G.S.Bunting	Philo rogusum	Herbs	39%	16%
	Philodendron selloum K.Koch	Phio selum	Herbs	33%	4%
	Philodendron squamiferum Poepp	Philo florida	Herbs	47%	9%
	Philodendron subhastatum K.Krause	Philo Subhastum	Herbs	29%	3%
	Philodendron ventricosum Madison	Philo pentricosum	Herbs	41%	3%
	Philodendron xanadu Croat, Mayo & J.Boos	Philodendron xanadu	Herbs	43%	1%
	Scindapsus Pictus	Sirih Lurik	Liana	31%	7%
	Spathiphyllum wallisii Regel	Peace lily	Herbs	37%	0%
	Syngonium erythrophyllum Birdsey ex G.S.Bunting	Syngonium red arrow	Herbs	33%	0%
	Syngonium podophyllum Schott	Syngonium kuning	Herbs	36%	17%
	Syngonium podophyllum var. pink *podophyllum*	Syngonium pink robusta	Herbs	3%	1%
	Syngonium podophyllum var.red *podophyllum*	Syngonium arrow vine	Herbs	13%	0%
Araliaceae	*Polyscias guilfoylei* (W.Bull) L.H.Bailey	Geranium Aralia	Pohon	13%	0%
	Polyscias guilfoylei Var. (W.Bull) L.H.Bailey	Geranium Aralia Varigata	Pohon	7%	0%
Araucariaceae	*Asplenium nidus* L.	Paku sarang burung	Herbs	1%	0%
Asphodelaceae	*Haworthiopsis fasciata* (Willd.) G.D.Rowley	Sukulen hawortia	Herbs	11%	0%
Asteraceae	*Chrysanthemum deco*	Krisan pink	Herbs	16%	0%
	Chrysanthemum indicum L.	Bunga krisan kuning	Herbs	33%	0%
	Senecio macroglossus DC.	Daun tebal wax ivy	Herbs	36%	0%
Begoniaceae	*Begonia cleopatrae* Coyle	Begonia batik bintang	Herbs	49%	0%
	Begonia coccinea Hook.	Begonia Scarlet	Herbs	46%	3%
	Begonia heracleifolia Cham. & Schltdl.	Begonia chatedral	Herbs	54%	0%

	Begonia hillendbrandia	Bagonia bintang	Herbs	49%	0%
	Begonia maculata Raddi	Begonia polkadot	Herbs	41%	24%
	Begonia peltatifolia H.L.Li	Begonia pelta	Herbs	36%	0%
	Begonia popenoci Standley	Begonia marmaduke	Herbs	29%	0%
	Begonia rex Putz.	Begonia rex salsa	Herbs	19%	17%
	Begonia rex-cultorum	Begonia rex siraja	Herbs	27%	27%
Bromeliaceae	*Neoregelia* L.B.Sm. Tricolor	Bunga neoregelia/bromelia	Herbs	21%	0%
	Tillandsia usneoides (L.) L.	Jeggot musa	Liana	41%	3%
	Echinopsis pachanoi	Kaktus koboi	Herbs	13%	0%
Cactaceae	*Epiphyilum oxipetalum* (DC.) Haw	Wijaya Kusuma	Herbs	23%	4%
	Gymnocalycium mihanovichii (Fric & Gürke) Britton & Rose	Kaktus bulan	Herbs	16%	1%
	Mammillaria hahniana Werderm.	kaktus mammillaria hahniana	Herbs	10%	0%
	Opuntia cochenillifera Karst.	Kaktus centong	Herbs	13%	0%
	Opuntia cylindrica (Lam.) DC.	Kaktus otak	Herbs	7%	0%
	Rebutia minuscula K.Schum.	Kaktus rebutia	Herbs	13%	0%
Commelinaceae	*Tradescantia spathacea* Sw.	Nanas Karang	Herbs	29%	0%
	Tradescantia pallida (Rose) D.R.Hunt	Tanaman adam hawa	Herbs	41%	0%
Convolvulaceae	*Ipomoea indica* (Burm.) Merr.	Bunga fajar biru	Shrub	24%	0%
Crassulaceae	*Echeveria pendula*	Sukule Echeveria pendula	Herbs	7%	0%
	Echeveria runyonii Rose	Echeveria runyonii	Herbs	4%	0%
Cycadaceae	*Cycas pectinata* Buch.-Ham.	Palem sikas	Tree	23%	0%
Didiereaceae	*Portulacaria afra* Jacq.	Sukulen Portulacaria afra	Herba	9%	0%
Euphorbiaceae	*Codiaeum variegatum* (L.) Rumph. Ex A.Juss.	Puring bor	Herbs	41%	0%
	Euphorbia lactea Haw.	Kaktus karang	Herbs	13%	13%
Garryceae	*Aucuba japonica* Thunb.	Gold dusr	Herbs	39%	0%
Gesneriaceae	*Aeschynanthus pulcher* (Blume) D.Don	Bunga Lipstik	Herbs	47%	10%
Liliacecae	*Chlorophytum comosum* (Thunb.) Jacques	Lili Paris	Herbs	46%	0%
Malvaceae	*Hibiscus tiliaceus*	Waru	shurb	29%	0%
	Hibiscus tiliaceus L. Var	Waru Variegara	shurb	43%	7%
Marantaceae	*Calathea ctenanthe setosa*	Calathea Setosa	Herbs	30%	9%
	Calathea lenovero	Calathea Stromata	Herbs	53%	10%
	Calathea leoseneri	Calathea Leoseneri	Herbs	56%	0%
	Calathea roseopicta (Linden ex Lem.) Regel	Calathea Roseopicta	Herbs	20%	0%
	Calathea silver plat	Maranti silver	Herbs	70%	0%
Moraceae	*Ficus pumila* L.	Daun Dollar	Herbs	19%	0%
Nyctaginaceae	*Bougainvillea* Comm. ex Juss. Var.	Bogenvil ungu	shurb	33%	0%
Orchidaceae	*Phalaenopsis aphrodite* Rchb.f.	Anggrek bulan	Liana	16%	0%
Oxalidaceae	*Oxalis triangularis* A. St.-Hil.	Bunga Kupu-Kupu	Herbs	19%	0%
Phyllanthaceae	*Breynia disticha* J.R.Forst. & G.Forst	Snowbush	Herbs	27%	0%

Piperaceae	*Peperomia argyreia* (Miq.) É.Morren	Peperomia Watermelon	Herbs	36%	23%
	Peperomia obtusifolia (L.) A.Dietr.	Peperomia	Herbs	37%	0%
	Peperomia scandens Ruiz & Pav. Var.	Peperomia Scandens	Herbs	20%	0%
	Pilea peperomioides Diels	Peperomia Pilea	Herbs	19%	0%
Poaceae	*Bambusa vulgaris*	Bambu kuning	Tree	4%	1%
Polypodiaceae	*Platycerium bifurcatum* (Cav.) C.Chr.	Paku Tanduk Rusa	Herbs	1%	1%
Portulaceae	*Portulaca grandiflora* Hook.	Bunga krokot	Herbs	53%	1%
Pteridaceae	*Adiantum lunulatum* Burm. f.	Suplir	Herbs	7%	7%
Rosaceae	*Rosa ×alba* L.	Mawar putih	Shurb	27%	19%
	Rosa hybrida E.H.L.Krause	Rose Oranye	Shurb	17%	0%
Rubiaceae	*Ixora javanica* (Blume) DC.	Bunga soka	Shurb	14%	3%
	Mussaenda pubescens Dryand.	Nusa Indah	Shurb	26%	3%
	Pentas lanceolata (Forssk.) Deflers	starcluster Mesir	Herbs	27%	0%
Solanaceae	*Petunia integrifolia* (Hook.) Schinz & Thell.	Bunga petonia	Herbs	3%	0%
Xanthorrhoeaceae	*Aloe vera* (L.) Burm. f.	Lidah Buaya	Herbs	30%	3%

Based on the table 1, there are 26 species from 4 families that have the highest use value, including Aglaonema golden sand with a value of 64%, Aglaonema Alumnia with a value of 84%, Aglonema Pride of Sumatra 56%, Aglaonema Superwhite 67%, Aglaonema kocin 50%, Aglaonema cutlass 64%, Aglaonema legacy 64%, Alocasia zebrina Schott ex Van Houtte 67%, Anthurium brownii Mast 56%, Anthurium crystallinum Linden & André 63%, Anthurium plowmanii Croat 54%, Aglonema Nitidium 61%, Caladium bicolor (Aiton) Vent . 59%, Caladium sp. 64%, Epipremnum aureum (Linden & André) G.S. Buntin 56%, Monstera adansonii Schott 61%, Monstera Delliciosa Liebm. 64%, Monstera Raphidophora 66%, Monstera standleyana variegata 61%, Philodendron cruentum Poepp. 50%, Philodendron erubescens K.Koch & Augustin 51%, Begonia heracleifolia Cham. & Schltdl. 54%, Calathea lenovero 53%, Calathea leoseneri 56%, Calathea silver plate 70%, and Portulaca grandiflora Hook. 53%.

The Aracecae family is a family that produces many ornamental plants. Plants if functioned as ornamental plants are plants that have beautiful leaves and flowers. The Araceae family is known if, based on its main characteristics, it has an inflorescence arranged in the form of a cob (spadix) surrounded by a spathe, where the shape of the surface sheath on Araceae is quite varied, there are those that are flat, open, drooping, closed, rotated, rolled, and rolled. [16]. The leaves on Araceae plants usually have single leaves, shared or compound, which are arranged as a rosette of roots, spread on the stem or crossed into 2 rows. Leaf blades can be in the form of shields, hearts or spears, arrows[16]. While the shape of the leaf edges in Araceae plants can be flat, serrated (Sinuate), or wavy (Undulate) with various leaf blade shapes which can be flat, concave or cup, drooping, upright up and straight down Araceae are arranged in wet stems (herb) [16]. Has a relatively shallow root system with roots reaching a depth of 40-60 cm from the ground surface [16]. Such as ornamental taro (Caladium spp.) is a type of ornamental plant that can be enjoyed from the shape and color of the leaves[17].

Plants that have the highest Use Value are Aglaonema alumnia plants with 84%. The Aglaonema plant or Sri Fortune is a type of leaf ornamental plant that lives in areas with a tropical climate, therefore this plant is no stranger to Indonesian people, Aglaonema ornamental plants have about 30 species in Indonesia. This plant has a characteristic of its relatively large

leaves, as well as varied shapes and patterns, because of these characteristics, it is not surprising that this type of plant is the prima donna for ornamental plant sellers and nurseries[18]. Aglaonema ornamental plants are generally still cultivated conventionally, and are relatively untouched by technology[19].

Meanwhile, for calculating the Fidelity level, the plants that have the highest value are Monstera Delliciosa Liebm 44% and Aglaonema cutlass 41%. Monstera is a leaf ornamental plant that is quite popular among the public. This plant has varied leaf shapes and colors because monstera is a plant that is often purchased even though it is relatively expensive, because this plant is a deciduous plant[20]. Apart from being an ornamental plant, this monstera plant has the advantage of being able to improve air quality if the plant is kept indoors[15].

Conclusion

The number of ornamental plant species traded is 134 species with 39 families. Of the total amount, the largest number of ornamental plants traded came from the Familia Araceae with 59 species and the Familia Begoniaceae with 9 species. Based on the table above, there are 26 species from 4 families that have high Use Value values above 50%. Plants that have the highest Use Value are Aglaonema alumnia plants with 84%. Meanwhile, for calculating the Fidelity level, the plants that have the highest value are Monstera Delliciosa Liebm 44% and Aglaonema cutlass 41%.

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