

## Digital transformation of ornamental plant businesses in Batu City through TikTok live

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### Abstract

Research on digital transformation in small and medium-sized enterprises generally focuses on the use of social media in general, while studies that specifically examine the adaptation process through live streaming features, especially in the local ornamental plant business, are still limited. In addition, the subjective experiences of business actors in facing the process of learning and adapting to technology have not been widely studied. Based on these gaps, this study aims to analyze the digital adaptation process in the development of ornamental plant businesses in Batu City through the use of TikTok Live as a marketing medium. This study uses a qualitative approach with a phenomenological method. Theoretically, this study uses Everett Rogers' Diffusion of Innovation, Fred Davis' Technology Acceptance Model (TAM), and Herbert A. Simon's Behavioral Economics perspective to explain the process of adoption, acceptance, and decision-making in the use of technology. The informants consisted of five business actors who actively use TikTok Live. Data was collected through in-depth interviews, observation, documentation, and snowball sampling techniques, then analyzed through data organization, thematic coding, and conclusion drawing. The results show that before using TikTok Live, business owners still relied on traditional marketing with limited reach. The digital adaptation process involved increasing digital literacy, content creativity, and direct interaction with consumers. After utilizing this feature, informants experienced an increase in market reach, consumer interaction, and potential income. However, there were obstacles in the form of limited digital literacy, suboptimal technological infrastructure, and a lack of external assistance. This study contributes by providing an empirical description of the digital adaptation strategies of ornamental plant businesses, which can be used as a reference in facing digital transformation.

**Keywords:** Digital Adaptation, Digital Business Transformation, Ornamental Plants, TikTok Live.

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## INTRODUCTION

In recent years, digital transformation has significantly reshaped business practices across various sectors, including agriculture. The rapid expansion of internet access and social media platforms has shifted consumer behavior from conventional, face-to-face transactions toward interactive digital environments. Businesses are no longer competing solely through product quality but also through their ability to adapt to digital ecosystems Agboola et al (2022). Social media platforms such as TikTok have evolved beyond entertainment functions and become strategic marketing tools that enable real-time interaction, product demonstration, and emotional engagement between sellers and consumers.

In the agricultural sector, digital adaptation presents both opportunities and challenges. While agriculture has traditionally relied on conventional marketing channels, the emergence of digital platforms encourages agribusiness actors to adopt new strategies in promotion and distribution. Horticulture, particularly ornamental plants, represents a subsector with strong commercial potential due to its aesthetic value and increasing lifestyle-driven demand (Karagöz et al., 2022). Ornamental plants such as roses, chrysanthemums, and orchids are cultivated not only for decorative purposes but also as income-generating commodities that contribute to local economic development.

Based on 2024 BPS data, Batu City is listed as a horticultural center with high ornamental plant production, especially roses, chrysanthemums, and orchids, with Bumiaji District as the dominant area. Bumiaji also has the highest number of individual agricultural businesses in Batu City. With the development of digital technology, ornamental plant businesses are utilizing social media, especially TikTok, as a powerful and promising marketing tool (Chen et al., 2024). This is because TikTok can build good emotional bonds between sellers and buyers by introducing them directly. According to Kata Data (2024), Indonesia ranks second after the United States with a total of 126 million users of all ages. Therefore, TikTok can be a marketing option with a wide reach, especially for businesses that were previously only marketed offline. Technological developments carried out by the community have mostly focused on the culinary, clothing, and e-commerce sectors. In fact, the floriculture sector, especially ornamental plants, also has the same opportunity to be marketed in digitalization.

This phenomenon is interesting to discuss because Batu City has great potential for mass production, but this is not matched by adequate marketing techniques. Therefore, marketing through social media can be used to increase sales. Most ornamental plant businesses in Batu City rely on traditional methods, such as distribution to collectors, market stalls, or partnerships with large flower shops in Batu City (Suryanto et al., 2022). However, with the large production volume generated by Batu City, there is a great opportunity to distribute directly to end consumers through social media, which is currently widely available.

Despite Batu City's strong ornamental plant production, local government support has primarily focused on increasing production capacity rather than strengthening digital marketing strategies. Programs such as Mall Bunga Sidomulyo and technical assistance from the Agriculture Office have improved output, yet they have not significantly encouraged the strategic use of digital platforms. With 2,583 ornamental plant farmers across the city, the gap between high production readiness and limited digital marketing utilization highlights an urgent need for digital adaptation. However, there has been no study specifically examining the digital transformation process of ornamental plant businesses through TikTok Live. Therefore, this research emphasizes the dynamics of business changes before, during, and after adopting TikTok Live, including collaboration with local government support, offering both theoretical and practical contributions to the development of horticultural digitalization in Batu City.

At the local level, ornamental plant businesses in Batu City have begun utilizing TikTok Live as a new marketing strategy to expand market reach and strengthen interactive communication that builds consumer trust. This shift is influenced by changing consumer behavior, as buyers increasingly prefer viewing products directly from home rather than visiting sellers in person. However, the digital adaptation process faces several challenges, including

limited digital literacy, uneven technological infrastructure, capital constraints for live streaming equipment, and competition in producing creative content (Umboh & Aryanto, 2023). Although sectors such as culinary and fashion have widely adopted social media marketing, the floriculture sector, particularly ornamental plants, remains relatively underdeveloped in digital utilization despite having comparable potential, especially in a tourism oriented city like Batu. Furthermore, studies examining the learning process, adaptation strategies, and business transformation of ornamental plant marketing through TikTok are still limited. Understanding these dynamics, defined as processes of change, interaction, and evolution within a system, is therefore essential to explain how business actors innovate and adapt amid ongoing digital transformation (Wang et al., 2023).

In this study, the dynamics of ornamental plant business development in Batu City are not only determined by the availability of natural resources and a supportive climate but also by the ability of business actors to adapt to changes in the business environment. Initially, traditional methods were still used to market ornamental plants. According to research by Kotler et al (2019), over time, market demand has increasingly relied on digital platforms, leading to a shift in the way business is conducted. Therefore, the dynamics of business development are important to study because they reflect the process of business change from traditional to modern.

Technological adaptation has also transformed business actors who were previously traditional to now shift to digital behavior economics patterns, where they not only understand but also actively use technology as a daily business strategy. This change also includes how to communicate with buyers, manage TikTok accounts, and build a following that supports business development on TikTok social media (Suryanto et al., 2022). Digital adaptation is not only related to the use of social media, but more than that, it is about how to change people's mindsets, increase healthy competitiveness, and enhance the creativity of community actors to attract viewers to trust and buy ornamental plants online.

Given the high production yields of ornamental plants and the enormous potential of digital marketing, the use of TikTok Live is a strategic step that can be optimized by ornamental plant businesses in Batu City. This platform was chosen over other social media or marketplaces because it offers direct interaction features, algorithm-based content distribution that can reach a wide audience, and high user engagement, enabling sellers to demonstrate products in real time, respond to consumer questions directly, and build stronger emotional connections than conventional marketing methods. However, this digital adaptation is not only related to the use of technology, but also includes changes in mindset, business behavior, and business communication strategies. Therefore, in-depth research is needed to analyze how the ornamental plant business sales process takes place in three important stages, namely before using TikTok Live, when starting to adopt TikTok Live, and after utilizing it as a marketing strategy. Social media not only plays a role in driving economic growth at the local level but also opens up opportunities for community innovation in developing businesses in a more adaptive and competitive manner. Thus, research entitled "The Dynamics of Ornamental Plant Development in Batu City Through Digital Adaptation via TikTok Live" is important to conduct, given the limited studies that specifically discuss the process of digital adaptation of the ornamental plant business through TikTok Live, so that it is expected to contribute theoretically and practically to the development of digital-based horticultural marketing strategies.

## **RESEARCH METHOD**

This study uses a phenomenological approach, which is a qualitative method that focuses on understanding and exploring the meaning of the research subjects' life experiences as they are directly experienced. The research was conducted in Batu City, a tourist city in East Java Province. Batu City was chosen as the location for this research because of an interesting phenomenon, namely the adaptation of ornamental plant businesses to digital technology, particularly the use of TikTok live streaming as a medium for selling and interacting with

consumers online. Batu City has three subdistricts, namely Batu Subdistrict, Bumiaji Subdistrict, and Junrejo Subdistrict. This research was conducted in October-November 2025.

The population in this study was all ornamental plant businesses in Batu City that have utilized digital platforms, particularly TikTok Live, as a medium for promoting or selling products. The sampling technique used was snowball sampling, which is the determination of initial informants that then developed based on recommendations from previous informants. This technique was chosen because it allowed researchers to reach businesses that were truly relevant and had direct experience in digital marketing adaptation. The selection of informants was based on the following criteria:

1. Ornamental plant business operators who reside and actively run their businesses in one of the subdistricts in Batu City (Batu, Bumiaji, or Junrejo Subdistricts)
2. Have at least one year of experience in running an ornamental plant business
3. Have utilized digital platforms, particularly TikTok Live, as a medium for promoting or selling products.
4. Willing to become an informant and provide information in accordance with the actual conditions related to their experiences and challenges in digital adaptation.

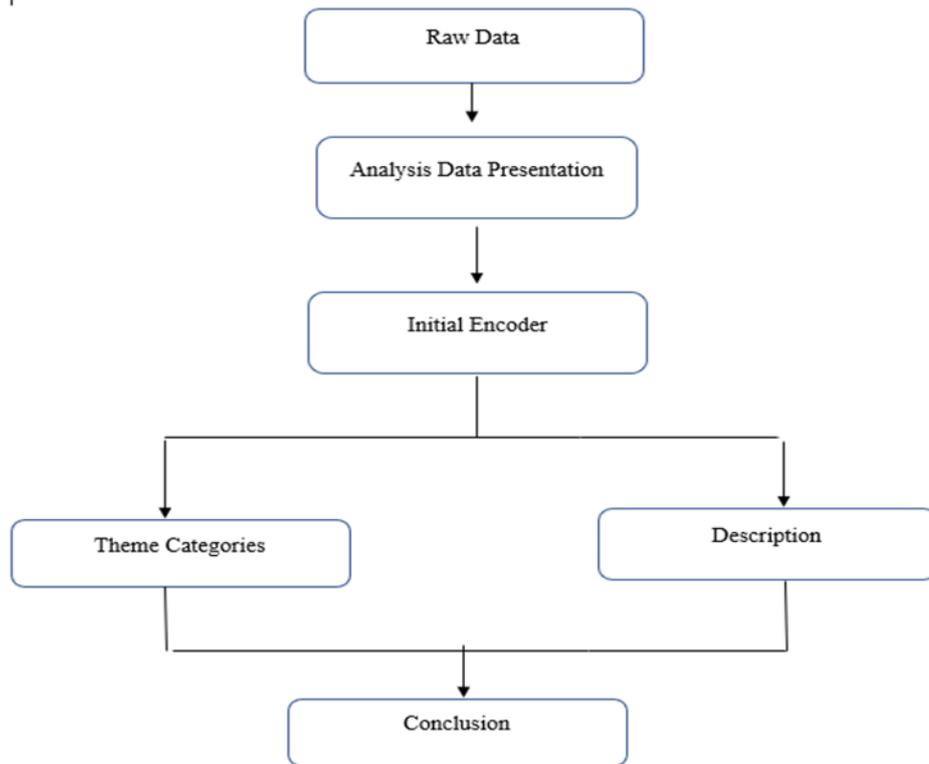
These criteria were used to ensure that the informants were truly relevant and had direct experience with the phenomenon being studied. If necessary, researchers could explore the opinions of other parties, such as buyers or community leaders who understand the development of the ornamental plant business in Batu City. The following is the profile of the informants in this study:

**Table 1.** Informant profiles

<b>Informant</b>	<b>TikTok account</b>	<b>Followers Total</b>
Informant 1	Lukman Pantae	1.515
Informant 2	Kios Bunga Barokah Batu	6.250
Informant 3	Kembang Sore	18,9k
Informant 4	Bee Pots	1.454
Informant 5	Ngeriwik Nursery	1.085

The research is sourced from data consisting of primary and secondary data. Primary data can be obtained directly from informants through interviews, observation, and field documentation. This data is direct, real, and provides an overview of the direct experiences of ornamental plant business actors in utilizing digital platforms such as TikTok. This approach can provide a realistic picture of the facts in the field and allow researchers to seek in-depth information in the research process. Secondary data was obtained from various supporting documents such as data from the Central Statistics Agency (BPS), scientific journals, news about TikTok, and other documents relevant to the development of the ornamental plant business and the use of digital platforms in the MSME sector. The collected data serves to complement and strengthen the findings from the primary data.

The data collection techniques used by the researchers as the main actors in this study include observation, in-depth interviews, and documentation. Data analysis techniques are important because they serve as a bridge from raw data to meaningful findings. Without analysis, data is just a pile of words that have no meaning. The data analysis technique described by Bingham (2023) is as follows:



**Figure 1.** Data Analysis Techniques

In the early stages of qualitative research analysis, researchers are faced with raw data that provides a comprehensive picture of the phenomenon being studied. This raw data includes all materials obtained during the research process, such as interview transcripts, observation notes, audio or video recordings, photographic documentation, and various other documents relevant to the research subject. Once all the data has been collected, the next step is to prepare the data for analysis. At this stage, researchers clean and organize the data, such as double-checking interview recordings, tidying up field notes, and grouping data according to research needs. The next stage is the initial coding of the data. The codes that have been compiled are then grouped into broader categories or themes. Themes are a collection of meanings that reveal patterns, trends, or specific phenomena in the data. For example, codes such as “poor signal,” “not yet proficient in TikTok,” or “not yet understanding digital marketing” can be grouped into the broad theme of “Barriers to Technology Adaptation.” Each theme is then described in a clear and systematic narrative so that readers can understand the context and meaning comprehensively. The final step in qualitative data analysis is drawing conclusions. Conclusions are a summary of the main findings that have undergone a validity testing process, such as data triangulation, member checking, and discussions with peers.

The validity of data in qualitative research is ensured through triangulation. Data source triangulation can be used when researchers compare whether informants' answers are consistent with the phenomenon being studied. Source triangulation can be collected from employee data or informants' family members. Meanwhile, technique triangulation can be used with several data collection methods, namely interviews, observation, and documentation. These data collection methods are used to strengthen the researcher's findings in the ornamental plant business in Batu City. Checking with these two triangulations can increase data validity so that the research results will be more accurate and scientifically accountable.

## RESULTS AND DISCUSSION

### Result

Before using TikTok Live, ornamental plant businesses still relied on conventional passive marketing methods, such as market stalls, consignment sales, collector relationships, and

door-to-door systems. This pattern limited the market reach to local consumers and tourists. Although production capacity was relatively large, marketing capabilities were unable to match this potential. The use of digital technology was also minimal, resulting in suboptimal interaction with consumers and fluctuating sales, especially when tourist visits declined.

The interviews revealed that the marketing strategies used tended to be based on personal relationships and waiting for buyers to take the initiative. One informant stated:

*"Currently, I still sell manually. Initially, sales were only through friends who were interested in my collection... I usually only upload photos of plants with brief descriptions without active interaction such as live broadcasts or promotions, so sales are passive and I wait for people to show interest."* (Informant 1)

These findings indicate that the use of social media is still limited to product display functions and has not been utilized as a means of interaction and engagement. Another informant also explained that in 2018, the sales system was still conducted door-to-door, including for plants such as monstera, which at that time still had a relatively low value.

This condition reflects that before the adoption of TikTok Live, the business model was still oriented towards personal selling and limited networks, so market expansion was not optimal and sales growth was highly dependent on external conditions, such as trends and consumer mobility.

### **When Using TikTok Live**

The transition to TikTok Live was initially marked by low digital literacy among business owners. Most informants started without formal training and relied on informal learning through friends, employees, or independent exploration. One informant stated:

*"At first, I just followed the team's advice and started live streaming after being advised to buy a cell phone. I learned by asking employees because I didn't really understand the technology yet."* (Informant 2)

This statement reflects that digital adoption occurred gradually and was driven more by urgent needs and peer influence than strategic planning.

During implementation, several challenges arose, mainly related to platform regulations and technical limitations. Respondents reported strict rules, including a ban on mentioning external applications and the risk of account blocking. As one participant revealed:

*"My account was once blocked because I forgot to mention a certain product. The rules are indeed strict."* (Informant 4)

Experiences like this show that success on TikTok Live requires not only product readiness but also an understanding of platform policies and algorithm dynamics.

Over time, business owners began to develop adaptive strategies, including consistent live broadcast schedules, the use of hashtags, and targeting audiences during prime time. One informant explained:

*"I usually broadcast starting at 6 p.m. because many people are active after work. If it enters FYP, the reach can be very wide."* (Informant 5)

This shows a growing awareness of algorithm-based exposure and audience behavior. Compared to conventional methods, TikTok Live allows for a wider market reach, including customers outside the region and even from abroad. Although sales were initially unstable, gradual improvements were observed as sellers gained experience and optimized their strategies.

This indicates that digital platforms may not automatically benefit all business actors. Limited digital literacy, preference for direct interaction, and broader economic slowdown, especially since ornamental plants are considered tertiary goods, contributed to reduced sales performance. However, several informants experienced significant positive impacts. One participant emphasized:

*“Sales increase, especially if it enters FYP. That really helps.”* (Informant 3)

Another informant added:

*“Now it is my main source of income. The reach is wider, not only around here but to various cities.”* (Informant 4)



**Figure 2.** Target Achievement on TikTok Informant 4

Figure 2 is proof that this achievement can increase the enthusiasm of business actors to diligently conduct live broadcasts and provide opportunities for their content to be displayed on FYP.

The last informant said:

*“I feel that I have achieved double-digit profits in one live session, which makes me feel confident and fearless. So, it all depends on how we treat buyers and maintain quality.”*

These statements demonstrate that algorithm visibility plays a crucial role in expanding market reach. In some cases, sellers reported achieving double-digit profits in a single live session and even reaching international buyers, indicating a transformation from local-based selling to broader digital market integration.

Overall, TikTok Live reshaped business dynamics by shifting marketing orientation from local, relationship-based transactions to algorithm-driven digital exposure. Nevertheless, its economic impact varied depending on digital capability, consistency, product quality, and external economic conditions.

### **Impact of Using TikTok Live**

The findings show that the impact of using TikTok Live on business turnover varies significantly among informants. The results can be grouped into three main patterns: stable sales performance, declining turnover, and significant sales growth.

First, some informants reported that TikTok Live provides marketing opportunities but does not automatically lead to a significant increase in turnover. Sales performance tends to remain stable, without drastic increases or decreases. According to them, business outcomes depend largely on internal factors such as product quality, pricing strategy, consistency in

conducting live sessions, content creativity, and understanding of the TikTok algorithm. This indicates that TikTok Live functions as a supporting marketing tool rather than a guaranteed driver of sales growth.

Second, not all experiences were positive. One informant reported a considerable decline in turnover after adopting TikTok Live. Increasing competition, the presence of more professional sellers, and intense market saturation made it difficult to attract buyers. In this case, live streaming did not significantly contribute to improving sales performance. This finding highlights that digital platforms also create competitive pressures that may disadvantage sellers who lack strong differentiation or digital capabilities.

Third, several informants experienced substantial increases in turnover, especially when their content reached the For You Page (FYP) and went viral. Viral exposure significantly expanded audience reach, increasing live viewers and boosting sales opportunities. Consistency in live streaming and content production was considered essential to maintaining visibility and algorithmic support. For some informants, TikTok Live even became their primary source of income, generating sufficient earnings to meet household needs. Additionally, increased profits, sometimes reaching double digits in a single session, and access to international buyers strengthened entrepreneurial motivation and confidence.

Overall, the impact of TikTok Live on business turnover is not uniform. Success depends on a combination of internal readiness (such as product quality and consistency), external competition, and algorithm-driven visibility. These findings demonstrate that while TikTok Live offers significant opportunities for business growth, its effectiveness is shaped by both strategic execution and platform dynamics.

## **Discussion**

### **Before Using TikTok Live**

Based on data from five informants, before ornamental plant businesses in Batu City used TikTok Live, their marketing activities still relied on conventional methods. This could be done through word of mouth or by relying on their immediate circle first. This pattern reflects the condition of businesses that are still in the early stages of development, where the drive to adapt to change is still weak. Business owners rely more on relationships with neighbors, long-time customers, kiosks, and even sending products to collectors. The interactions that are formed are also still limited because they are personal in nature, resulting in insignificant business growth (Listiyono et al., 2024). This condition is in line with the understanding of socioeconomic dynamics that has been mentioned, namely that change will not occur until there is external pressure or a need to adapt to the environment (Gorban et al., 2021). Thus, the ornamental plant business in Batu City is at a stable stage, experiencing neither decline nor expansion into widespread sales.

In terms of digital readiness before using TikTok Live, there are two phases in Rogers Diffusion of Innovation theory. New businesses are in the knowledge and persuasion stage, where they are aware of digital marketing but do not yet understand its benefits and how it works. Limited digital literacy is an important factor that prevents informants from making a serious effort to adapt to digital technology. According to Audrin (2022) The ability to access, evaluate, and use media is the foundation for digital adaptation. Of the five informants, two did not have these skills and therefore preferred to stick with traditional patterns, which they considered safer and more familiar. This digital literacy barrier is reinforced by a lack of infrastructure support, such as broadcasting devices and stable internet networks, as well as a lack of understanding of content creation techniques. Theoretically, this condition indicates low perceived usefulness and perceived ease of use in the perspective of the Technology Acceptance Model (Teixeira, 2023). This is because, in the stage before using TikTok Live, informants did not feel that digital marketing provided real benefits as they still found it difficult to use the application and considered it difficult to implement. Thus, there was no strong incentive to adopt digital marketing innovations.

In the context of economic activity, in the phase before using TikTok Live, business actors more often carried out simple distribution activities as described in the study of economic activity theory (Maharani, 2020). Production continues on a large scale, especially for roses, chrysanthemums, and orchids, but the distribution process is not commensurate with the abundant production potential. This has resulted in a gap between production capacity and marketing. The delivery of ornamental plants, which still depends on collectors, results in lower prices compared to direct marketing to consumers and lower profits. Meanwhile, in behavioral economics theory Simon (1955) emphasizes that consumer behavior is now influenced by emotions, digital trends, and ease of access to information, but businesses that still use old methods have not been able to keep up with these dynamics. Before using TikTok Live, there was little interactive relationship between producers and consumers, so buyer trust, loyalty, and interest could not be maximized to purchase the informant's ornamental plants.

The economic readiness of businesses also indicates that at this stage, they are still not mature enough to adapt. According to Chulakumara and Thushara (2024) the physical, mental, emotional, and material readiness of business actors in the early stages has not been fulfilled. This is reflected in the limitations of equipment and the lack of experience in utilizing digital platforms. Without this readiness, business actors prefer strategies that rely on comfort and daily routines. This explains why business dynamics are still traditional, digital adaptation has not been maximized due to barriers in digital literacy and readiness, and economic activities are still carried out in the local environment, so business development has not been maximized.

### **When Using TikTok Live**

The stage when ornamental plant businesses began using TikTok Live shows a strategic shift from conventional sales to a more interactive and adaptive digital approach in line with technological developments. At this stage, technology adaptation enters the decision and implementation phase of Rogers' Diffusion of Innovation (DOI) theory (Rogers, 1983). Whereas in the decision stage, business actors accept the technology, so that in the implementation stage, innovation begins to be practiced gradually. The development from conventional methods to the acceptance of TikTok is also based on internal factors such as the need to increase revenue. When the broadcasting process begins, business actors start to modify the way they present their products, choose hosts, determine broadcast times, and arrange the display to attract users who access the For You Page feature. Furthermore, external factors such as the TikTok trend being widely used by peers, encouragement from friends/family, or broader market opportunities also play a role.

This adaptation process is in line with the Technology Acceptance Model (TAM) by Wang et al (2024), where the perception of perceived usefulness is evident as businesses realize that TikTok Live can expand their market reach, increase interaction with consumers, and facilitate easier ongoing transactions through WhatsApp. Perceived ease of use also plays a role, as some informants who are accustomed to using social media and mobile phones, such as the third informant, feel they can adapt relatively quickly, while those who are new to digital technology, such as the first informant, need guidance from friends to understand TikTok's features. In addition, business actors in terms of perceived ease of use found TikTok features such as the live button, live comments, and shopping cart to be easy to use. This gradual adaptation shows how TAM can explain users' motivation in adopting new technology, especially when they see real benefits for business continuity.

The use of TikTok Live shows that the digital literacy of business actors develops through a process of direct learning. According to Hasnida et al (2024), digital literacy is the ability to access, understand, and utilize technology, which is not instantaneous but develops along with experience, social support, and economic needs. Informants who were initially unable to create a Facebook account were eventually able to live stream independently because they had been helped by family, friends, or the plant seller community. Meanwhile, informants from the younger generation or those already familiar with social media adapted to TikTok more quickly

and were able to understand how the algorithm works better. The main challenges often encountered, such as TikTok's violation rules, for example, the prohibition of displaying scissors, cigarette smoke, or mentioning other applications, became a learning experience that digital marketing is not only about technical skills but also compliance with platform policies that directly impact live reach.

According to Hidayat (2023), economic activity in this case is the use of TikTok Live, which plays an important role in expanding the distribution network that was previously limited to only existing customers. TikTok allows sellers and buyers to interact directly, making it easier for buyers to communicate and feel more confident in their purchasing decisions. This phenomenon is very evident among TikTok Live viewers, especially mothers who love ornamental plants. If they feel comfortable with a particular seller, they tend to be more loyal when making purchases. Direct interaction to ask about the condition of the plants, see the plants, and get to know the seller can create a strong connection between the seller and the buyer. Such interaction not only increases the chances of a transaction but also forms a long-term relationship between the seller and the buyer.

The sales strategies implemented by informants when using TikTok Live also show results that are able to adapt to the TikTok algorithm. Informants who have appeared on FYP have experienced a drastic increase in the number of viewers, with hundreds of accounts following them and an increase in turnover. This shows that adapting strategies to the TikTok algorithm can have a significant effect on accelerating marketing. According to Faulks et al (2021) Behavioral Economics, the decision to adapt digitally and the live streaming strategies of business actors are also influenced by considerations of risk, incentives, and consumer behavior. This theory explains that losses are seen in the use of TikTok for minor violations, such as mentioning fertilizer brands, scissors, or WhatsApp, because this can reduce live reach or even trigger account bans. Pricing strategies are also influenced by this factor, where margins are kept safe without harming buyers, while product quality is maintained to retain consumer trust.

The explanation in the overall data presentation shows that the use of TikTok Live has brought significant changes for ornamental plant businesses. This platform not only expands market reach and increases turnover, but also builds consumer loyalty through direct interaction, trust, and transparent explanations about ornamental plants. The TAM theory shows that benefits and ease of use encourage businesses to adapt to technology, while the DOI theory explains variations in the speed of adaptation among informants based on internal readiness and social influence. Furthermore, behavioral economics theory helps to understand decisions regarding live streaming, pricing, and content, which are influenced by risk considerations, incentives, and consumer behavior.

### **After Using TikTok Live**

Based on the data presented by the 5 informants, the use of TikTok Live shows a more stable and sustainable change in the dynamics of the ornamental plant business in Batu City. At this stage, TikTok Live is not only considered an application that can be tried to increase sales. Rather, it has become an integral part of the business for selling ornamental plants. This change is the success of a digital adaptation process that previously took place gradually, from introduction to implementation. All five informants chose to continue using TikTok Live in their digital adaptation to develop their ornamental plant businesses. Of the five informants, three informants, namely informants 3, 4, and 5, experienced improved relationships, wider marketing reach, the ability to explain plant details directly to buyers even though they were not in the same place, increased sales, and continued communication between buyers even using other communication applications. Meanwhile, the other two informants, informants 1 and 2, continued to use TikTok Live to market their ornamental plants but not consistently. This resulted in their income not increasing as much as that of the other informants.

Based on the Diffusion of Innovation theory Rogers (1983), the stage after using TikTok Live is the confirmation stage, which is when business actors have made the decision to continue

using TikTok Live as part of digital adaptation for their business. This success strengthens the belief of business actors that TikTok Live is a marketing strategy that keeps up with current technological developments and can be maintained for the long term in a sustainable manner. Meanwhile, the Technology Acceptance Model (TAM) theory Trang et al (2025) shows that business actors are willing to adapt to new regulations on TikTok despite their limited understanding. This indicates that perceptions of ease of use and perceived usefulness have influenced business actors. All informants directly experienced the ease of use of TikTok Live in increasing marketing, speeding up transactions, and expanding the market beyond the region and even across islands. The ease of use of the live feature, shopping cart, and digital payment system made business actors comfortable adapting to TikTok. Thus, these conditions encouraged the sustainable use of technology without coercion from external parties.

Over time, the digital literacy of business actors has increased significantly. Business actors not only run live broadcasts but also begin to understand content strategies, how to interact with audiences, utilize algorithms, and analyze market responses. In line with research Naufal (2021), digital literacy does not stop at technical aspects, but also extends to cognitive and creative aspects. These include building interactions as a seller, having a unique plant display, and educating consumers about ornamental plants. This is in line with the theory of digital literacy, which emphasizes the importance of understanding, creativity, and responsibility in the use of technology.

The stage after using TikTok Live also shows an increase in the economic readiness of business actors, as seen from their courage to make further investments, such as improving the quality of the equipment used and managing packaging and delivery more professionally. From a mental and emotional perspective, business actors are better prepared to face the dynamics of the digital market, including changes in market trends and competition with other sellers. This is in line with research K Parangin-Angin et al (2022) that the motivation to continue to grow is getting stronger because business actors have felt the tangible results of digital adaptation. Meanwhile, in the context of business development dynamics, this phase shows that business actors are no longer just selling to meet daily needs but are also starting to use strategies, such as building familiarity so that customers can be loyal, expanding product variety, and improving business quality to be competitive in the digital era (Listiyono et al., 2024).

From an economic activity perspective, the use of TikTok Live after optimal adaptation has changed production, distribution, and consumption patterns (Putri et al., 2021). The production of ornamental plants can be adjusted to market demand as seen during live broadcasts. Distribution appears to be more efficient because transactions are not carried out through intermediaries; they can be sent directly overseas by business actors, and consumers can also contact the producers directly. Meanwhile, consumption has undergone changes where purchasing decisions are influenced by direct interaction, seller trust, and the appearance of products offered during live broadcasts. However, informants 1 and 2 faced challenges in consistently conducting TikTok Live and intense competition among ornamental plant sellers. These challenges are in line with the theory of business dynamics, which states that development is always accompanied by new obstacles, such as consistency in keeping up with developments (Listiyono et al., 2024).

Overall, the data shows that after using TikTok Live, there is a dynamic business development that is able to adapt well. The use of TikTok Live not only functions as a marketing medium, but also as an application that expands the market, increases turnover, and encourages innovation, especially for business actors who have experienced digital limitations in utilizing TikTok from the start. In addition, business actors also feel the convenience and benefits of technology, which can also be seen from the success of other business actors. The motivation and decisions made by business actors in utilizing TikTok Live are also influenced by their experiences and real interactions with consumers. Thus, after using TikTok, it can strengthen the development of ornamental plants in a more structured and sustainable manner with the right strategy.

### **Impact of Using TikTok Live**

Based on data from five informants, the use of TikTok Live as a platform has a significant impact on various aspects of business, both economically and socially, as well as in terms of more structured business management in determining live hours. This impact is not only short-term in terms of increasing sales but also influences changes in mindset, business behavior, and strategies used to develop the business.

This shows that TikTok Live functions as a digital innovation that drives comprehensive business transformation. Within the framework of the Diffusion of Innovation theory Rogers (1983), the impact of using TikTok Live can be seen from the increasingly widespread adaptation of digital marketing among ornamental plant business actors. Success as a business actor in utilizing TikTok Live also encourages other business actors to follow the same strategy.

Based on the Technology Acceptance Model (TAM) theory, the impact of using TikTok Live is also reflected in the consistency of marketing ornamental plants on the TikTok platform. The high perceived usefulness is demonstrated by an increase in transactions, expansion of market reach, and savings in promotion costs. Meanwhile, perceived ease of use is evident in the ability of business actors to independently operate TikTok Live features after being taught by close friends or family. The combination of these two factors can have a positive impact in the form of business actors continuing to use the technology. In terms of digital literacy, the use of TikTok Live has an impact on increasing the creativity and productivity of business actors. Business actors are not only passive TikTok users but can also be more interactive and understand market trends to obtain more profits (Nugraha, 2022).

The use of TikTok Live has a significant positive impact on economic readiness and the dynamics of ornamental plant business development. Based on the explanations from the five informants, the shift from offline to online sales through TikTok Live has increased turnover, expanded market reach without geographical limitations, and led to the addition of gardens by business actors. This impact is also reflected in the increased confidence of business actors to improve service quality, mental readiness to face risks, and digital market uncertainty. Business actors are also aware of the need to consistently live stream at strategic times to attract viewers and build their loyalty. Despite facing challenges in the form of fierce competition and the demand for consistency, the findings on the impact of using TikTok show that it serves as an effective platform for business growth to increase sales for ornamental plant businesses.

### **CONCLUSION**

Based on the results of the study, the use of TikTok Live has encouraged a gradual transformation among ornamental plant businesses in Batu City, starting from an initial condition that still relied on conventional marketing with limited reach and relatively low digital literacy, then shifting to the stage of digital adoption through a process of decision and implementation within the framework of Diffusion of Innovation, until finally reaching the stage of confirmation, where TikTok Live is integrated into a more stable and structured marketing strategy. This platform has proven to expand market reach, increase consumer interaction and loyalty, and contribute to increased turnover and economic readiness for most businesses. However, the results obtained are not entirely uniform and are still influenced by consistency of use, product quality, ability to understand algorithms, and the level of digital competition. Thus, TikTok Live serves as a digital innovation that can strengthen business competitiveness, while also requiring continuous adaptation in order to optimize its benefits.

This study also provides an empirical overview of the adaptation strategies of ornamental plant businesses to developments in digital technology, particularly in the use of TikTok Live as a marketing medium. These findings can serve as practical references for other businesses that are currently undergoing or planning to undergo digital transformation, while also helping to understand the various challenges that arise in the adaptation process.

However, this study has limitations as it only focuses on ornamental plant businesses in Batu City that use TikTok Live as a marketing medium. In addition, the use of TikTok Live as

a subject of study is a dynamic phenomenon that is highly influenced by technological developments and changes in platform algorithms. Therefore, the findings of this study are contextual and may change if conducted at different times, in different regions, or with different commodities. Further research is recommended in other sectors and regions, using more diverse methodological approaches to enrich and deepen understanding of the digital transformation of platform-based businesses.

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