



## ABSTRAK

Bunga sebagai elemen dekorasi awalnya hanya ditemukan di taman-taman elite Batavia pada abad ke-17 dan 18. Namun, sejak 1850-an, bunga dan tanaman hias yang sebelumnya menjadi simbol eksklusivitas mulai dibudidayakan secara luas sebagai hobi. Hobi ini kemudian berkembang menjadi bisnis yang menguntungkan bagi sebagian orang. Tulisan ini bertujuan menguraikan perkembangan budi daya dan perdagangan bunga di masyarakat perkotaan Jawa pada tahun 1850-an hingga 1942. Pembahasan meliputi faktor-faktor yang mendorong meluasnya budi daya dan perdagangan bunga, kemunculan toko bunga, serta kolaborasi berbagai pihak dalam mempromosikan florikultura. Penelitian dilakukan menggunakan metode sejarah yang mencakup empat tahap: heuristik, kritik sumber, interpretasi, dan penulisan/historiografi. Sumber primer diperoleh dari arsip foto, surat kabar, catatan perjalanan, dan buku sezaman, sedangkan sumber sekunder berasal dari buku, artikel ilmiah, serta tulisan lain yang relevan.

Hasil penelitian menunjukkan bahwa budi daya bunga di Jawa dipopulerkan oleh orang Belanda pada pertengahan abad ke-19. Kegemaran ini kemudian melintasi batas kelas sosial dan etnis. Antusiasme masyarakat terhadap bunga mendorong munculnya perdagangan skala kecil untuk memenuhi kebutuhan koleksi pribadi. Pertumbuhan jumlah penduduk Eropa dan perubahan gaya hidup yang semakin mengapresiasi bunga memicu kemunculan toko-toko bunga di kota-kota besar di Jawa pada akhir abad ke-19. Faktor lain, seperti keterbatasan lahan, kemajuan transportasi, dan iklan surat kabar, membuat bisnis bunga berkembang pesat pada abad ke-20. Selain itu, kolaborasi antara pemerintah, perusahaan swasta, ahli botani, dan komunitas pecinta bunga melalui pameran di berbagai kota turut mempromosikan florikultura di Jawa dan Hindia Belanda secara keseluruhan.

**Kata Kunci: Bunga, Budi Daya, Perdagangan, Jawa, Kolonial.**



## ABSTRACT

Flowers as decorative elements were initially found only in the elite gardens of Batavia during the 17th and 18th centuries. However, starting in the 1850s, flowers and ornamental plants, previously symbols of exclusivity, began to be widely cultivated as a hobby. This hobby subsequently developed into a profitable business for some individuals. This study aims to describe the development of flower cultivation and trade in urban Java from the 1850s to 1942. The discussion covers the factors that led to the expansion of flower cultivation and trade, the emergence of flower shops, and the collaboration among various parties to promote floriculture. The research employs a historical method consisting of four stages: heuristics, source criticism, interpretation, and historiography. Primary sources include photo archives, newspapers, travelogues, and contemporary books, while secondary sources consist of books, scholarly articles, and other relevant writings.

The results show that flower cultivation in Java was popularized by Dutch in the mid-19th century. This enthusiasm eventually transcended social and ethnic boundaries. Public interest in flowers encouraged small-scale trade to meet private collection needs. The growth of the European population and changes in lifestyle that more appreciated flowers led to the establishment of flower shops in major cities in Java by the late 19th century. Other factors, such as limited yard space, advances in transportation, and newspaper advertisements, made the flower business flourish in the 20th century. Furthermore, collaborations among the government, private companies, botanists, and flower enthusiast communities through exhibitions in various cities also contributed to promoting floriculture in Java and the Dutch East Indies.

**Keywords: Flowers, Cultivation, Trade, Java, Colonial.**