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I-RoLE 2023

INTERNATIONAL CONFERENCE OF
RESEARCH ON LANGUAGE EDUCATION 2023

**EMBRACING CHANGE:
EMANCIPATING THE LANDSCAPE
OF RESEARCH IN LINGUISTIC,
LANGUAGE AND LITERATURE**

13 - 14 MARCH 2023

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*Physical and Online Conference***

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FLORIOGRAPHY

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ABSTRACT:

Floriography is an e-book that briefly introduces the language of flowers as well as endangered or extinct flowers. It was created to raise awareness about the issue of endangered or extinct flowers, as well as to learn about the flower language. One of the objectives of this book is to encourage people to learn more about flowers. This book contains a mix of information focusing on endangered or extinct flower species as the main contents of the book and flower language to attract the readers' attention and make their reading session more fun and interesting. This e-book can also be used to raise awareness about the issue of endangered flower species and their importance to ecosystems. A survey was conducted among the general public, and the results show that almost all respondents are interested in this e-book and want to know more about its contents. This e-book differs from others in that it discusses the language and meaning of flowers without addressing the issue of endangered or extinct flower species. The publication of this e-book provides an opportunity to raise awareness of the importance of flowers to ecosystems and to increase flower knowledge among people of all ages.

Keywords: Floriography; flower language; endangered and extinct flower; awareness; ecosystem

1. INTRODUCTION

Flowers are an important part of our ecosystem, and our society must acknowledge their value. Some flowers, for example, are becoming endangered or may become extinct as a consequence of a variety of factors related to human development around the world. Our society is also unaware that flowers are essential because they contribute to the balance of our ecosystem.

Floriography is a digital book that provides a brief explanation of the meaning of flowers as well as information about endangered and extinct flowers. The idea was inspired by the Victorian era and Japanese culture, where people used flowers to express their feelings without using verbal communication. This captivating fact shows that people are not exposed to knowledge about flowers, particularly endangered and extinct flower species. This e-book aims to educate society about the importance of flowers in our ecosystem and will introduce society to an insightful way of communicating through flowers.

The knowledge of Floriography, the language of flower can help the society to gain awareness towards the importance of flowers to our ecosystem. There are several books that have been introduced the language of flower like Language and meaning of flowers written by Daphne & Cloe (2015) and The Complete Language of Flowers: A definitive and Illustrated History written by S. Theresa Dietz (2022). For example, in both books introduced the language of flowers to their readers which can be considered as new knowledge. However, in their books,



they did not mention about flowers that endangered or extinct which it supposed to be a great platform for them to highlight this kind of issue along with the language of flower. These books provide insight of the idea into how to relate the language of flowers and how to spread the awareness of endangered or extinct flower species to society.

1.1 Project Objective / Purpose

The objective of the book is to encourage society to preserve flowers in our environment and to promote the existence of endangered and extinct flowers. The goals of this e-book are to encourage people to learn more about flowers, which are important for ecosystem because they provide nutrients for many organisms and living things. They are also an important part of plants that not only function to bring colour to our world but also provide numerous benefits to all aspects of biodiversity. This e-book also aims to raise awareness about flowers that are on the verge of becoming endangered or extinct, which can help our society become more aware that flowers require our attention in order to survive. Following that, the goal of this e-book is to provide a fun learning experience by introducing the beauty of flower language, which is not widely used in our society these days. Floriography will introduce briefly the flowers that carried special meaning and symbolism that will create cryptological communication through the use or arrangement of flowers that can expose the reader to communicate without using verbal interaction. Last but not least, this e-book will promote positive emotions among readers because flowers can reduce negative emotions such as stress, anxiety, and worry. Flowers have been shown to have a long-lasting positive effect on people's emotions. Because different colour can cause different reactions and feelings in our brains, the colour represented by each flower in this e-book can help to boost different energy.

1.2 Entrepreneurial Opportunities

According to Spillane (2022), marketing is a method to engage with customers and provide relevant information about your products and business to your customers. Reily (2020) stated that electronic publishing provides entire authority over the marketing process, allowing you to choose the type of direction you want to take and who you want to sell your book to, which can assist you in reducing expenses by accurately tracking your sales performance. By publishing an e-book, it is possible to reach a larger number of potential customers around the world without having to work too hard because the internet is the best platform for someone to generate side income efficiently. As Velarde (2022) indicate, e-books, are a great introduction to any passive income strategy because an e-book can technically sell itself after you create it, market it, and share it.

The Floriography e-book was created, and it is hoped that it will be published in the future so that many people can learn more about the flowers and help to raise awareness of endangered or extinct flowers, all of which are important to our ecosystem. With the numerous platforms such as Amazon, Shopee, and Lazada, this e-book has the potential to generate side income in the future.

2. METHODOLOGY

There are three methods have been used to complete this e-book project.

I. Online research

There has been a great deal of online research done to obtain data and trustworthy sources to assist in creating the contents of the e-book.



II. Market survey through Google Forms

According to Bhat (2018), the online medium helps to ease the process of publishing and collecting information and thus saves time and money. Market research has been conducted through Google Forms to know how far the audiences know about Floriography and endangered or extinct flower species. 9 questions have been created for the audience.

III. Scheduling

This e-book project is carried out according to the arrangement in Chart 1.

Activities	Week														
	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10	W11	W12	W13	W14	W15
Literature review															
Market research															
Progress report 1 and portfolio preparation															
Progress report 2 and portfolio preparation															
Portfolio (extended abstract) final preparation, poster and presentation preparation															
Submission of portfolio, supervision log and poster															
Q&A preparation															

Chart 1: Project Timeline

3. RESULTS AND DISCUSSION

Based on the survey that has been conducted through Google Forms, there are 103 responses that have been accepted. This data has been collected to know how many people know about Floriography and flowers that have been categorized as endangered or extinct. The results can be seen in the tables below.

3.1: Market research

Characteristics	Frequency	Percentage (%)
12-17 years old	2	1.9%
18-24 years old	76	73.8%
25-34 years old	11	10.7%
35-44 years old	7	6.8%
45 years old and older	7	6.8%
Female	85	82.5%
Male	18	17.5%

Table 1: Demographic information

Questions	Answers		
	Yes	No	Maybe
Q1: Do you know about the language of flower?	49.5% (51)	50.5% (52)	-
Q3: Are you interested to know about the language of flower?	97.1% (100)	2.9% (3)	-
Q4: Are you aware about the flower species are in danger or in the verge of extinction?	76.7% (79)	23.3% (24)	-
Q6: Do you think the knowledge of flower	97.1% (100)	2.9% (3)	-

language can help society to be more aware of endangered or extinct flower species?			
Q7: Do you think the knowledge of flower language can help society to learn more about many species of flowers and develop a new understanding of the significance of flowers in our environment and ecosystem?	98.1% (101)	1.0% (1)	1.0% (1)
Q9: Would you purchase this book if it were available in digital or paperback?	79.6% (82)	20.4% (21)	-

Table 2: Questions of the market survey

According to the data for the first question, approximately 50.5% of respondents were unaware of flower language. This data indicates that the publication of this e-book is crucial for raising public awareness about the issue of endangered or extinct flowers. For the third question, approximately 97.1% of respondents answered "Yes" to indicate their interest in learning about flower language. This data suggests that respondents want this e-book to be published. According to the data from the fourth question, approximately 76.7% of respondents are aware that flower species are in danger of extinction, while the remaining 23.3% are unaware of the situation. Almost all respondents agreed that knowing the language of flowers can help society become more aware of endangered or extinct flower species. This result indicates that, in addition to learning about floriography, most respondents want to learn more about the issue of endangered or extinct flower species. The majority of respondents agreed that learning flower language can help society to learn more about many different types of flowers and develop a new understanding of the importance of flowers in our environment and ecosystem. According to the most recent data, approximately 79.6% of respondents said they would buy this e-book if it were available in digital or paperback format, while the remaining 20.4% said they would not buy it.

To conclude, the responses that have been accepted show that the respondents are interested to know about the language of flower and the flowers that been categorised as endangered or extinct species. Based on the data that have been collected, it shows that about 79.6% of respondents show their interest to buy this e-book once it will be published. This data shows the high potential to spread the awareness about the importance of flowers towards ecosystem other than gaining new knowledge as a benefit for them.

4. CONCLUSION

In conclusion, this e-book Floriography can be a great resource for people interested in learning more about endangered or extinct flower species and flower language. The idea of this e-book creation is to make the society to be more aware about the significance of flowers towards our ecosystems. One of the future plans for this e-book is to publish it on online platforms so that more people from all over the world can read it and learn about flowers. Another future plan is to ensure that this book can be sold on an online platform in order to generate a profit while also opening a medium to spread awareness of environmental issues, particularly those involving flowers. As a result, this book can introduce a fun reading session alongside the acquisition of new knowledge. Thus, this e-book can provide a better platform for the general public to begin learning about flowers and appreciating them in order to care for our environment.



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