

**Abstract**

`Hoya multiflora` is the valuable germplasm in Indonesia utilized as ornamental plants. This epiphytic plants faces problems in decreasing habitat, while the culture technique of this species has not established yet in Indonesia. It is important that all usefull plant can be maintained to prevent the exploitation from the wild. Biological data on growth and development will provide a guideline to establish good culture techniques. The research aim was to investigate the growth and development of the seedlings of `Hoya multiflora` in two different conditions and growing media i.e. (1) its phorophytes observed at batural habitat, (2) organic matter conducted at the shade house (3) tree fern log conducted at the shade house. The result showed that general, the growth and development of `Hoya multiflora` started by seed germination characterized by opened cotyledon, seedling establishment characterized by formation of alternate leaves arrangement, followed by growth of young plant characterized by formation of opposite leaves arrangement, growt and development of adult plant, flowering and fruiting. The crucial point was at the seedling establishment to adult, there were no differences at the different growing media used. The best recruitment, growth and development of `Hoya multiflora` was at the cocopeat media located in the shade house.