



## INTISARI

Penelitian ini bertujuan untuk: (1) mengetahui struktur biaya usaha tani bunga krisan, (2) mengetahui pendapatan dan keuntungan usaha tani bunga krisan, (3) mengetahui kelayakan usaha tani bunga krisan. Lokasi penelitian ditentukan secara *purposive* di Kecamatan Samigaluh Kabupaten Kulonprogo dan Kecamatan Pakem Kabupaten Sleman, Yogyakarta. Metode dasar yang digunakan adalah metode sensus dengan melakukan wawancara terhadap petani bunga krisan. Data dianalisis dengan uji finansial untuk mengetahui struktur biaya, pendapatan dan keuntungan serta kelayakan usaha tani bunga krisan. Hasil penelitian menunjukkan bahwa (1) Biaya sarana produksi usaha tani bunga krisan di Yogyakarta merupakan yang paling tinggi, (2) Pendapatan petani bunga krisan per hektar adalah senilai Rp 623,551,618, sedangkan keuntungan yang diperoleh petani adalah senilai Rp 369,590,955 per hektar, (3) Usaha tani bunga krisan di Yogyakarta layak untuk diusahakan. Saran penelitian adalah (1) Petani bunga krisan disarankan untuk memperhatikan biaya sarana produksi seperti bibit, pupuk dan pestisida dalam menjalankan usaha taninya dikarenakan nilai biaya sarana produksi paling besar. (2) Petani bunga krisan di Daerah Istimewa Yogyakarta disarankan untuk memperbaiki Standar Operasional Prosedur (SOP) agar dapat meningkatkan kualitas bunga krisan serta menambah pendapatan dan keuntungan petani bunga krisan. (3) Petani bunga krisan di Daerah Istimewa Yogyakarta disarankan untuk melakukan ekspansi lahan usaha taninya.

**Kata kunci:** kelayakan, pendapatan, keuntungan, usaha tani bunga krisan.



## **ABSTRACT**

*This research aims to: (1) to analyze the cost structure of chrysanthemum farming, (2) Determine the income and profit of chrysanthemum farming, (3) Examine perform the feasibility of chrysanthemum farming. The research location was determined purposively in Samigaluh Sub-district, Kulonprogo Regency and Pakem Sub-district, Sleman Regency, Yogyakarta. Chrysanthemum farmers were interviewed by census method. Data were analyzed with financial calculation to determine the cost, income and profit structure, BEP ratio, and feasibility of chrysanthemum farming. The results showed (1) highest production is facility cost (2) profit generated by farmers is Rp 623,551,618 per hectare, while the profit is valued at Rp 369,590,955 per hectare (3) Chrysanthemum farming in Yogyakarta deserves to be cultivated. Research suggestions are (1) Chrysanthemum farmers are advised to pay attention to the costs of production facilities such as seeds, fertilizers and pesticides in running their farms because the value of the costs of production facilities is greatest. (2) Chrysanthemum farmers in the Special Region of Yogyakarta are advised to improve the Standard Operating Procedure (SOP) in order to improve the quality of chrysanthemum flowers and increase the interest and profit of chrysanthemum farmers. (3) Chrysanthemum farmers in the Special Region of Yogyakarta are advised to expand their farmland.*

**Keywords:** *feasibility, income, profit, chrysanthemum farming.*