

ABSTRACT

EKO NURCAHYANTO. Analysis of Farming and Trend of Chrysanthemum Flower's Sale in Panah Mas Flowers Garden, in Jetisan, Hargobinangun Village, Pakem Sub-district, Sleman Regency. Supervised by **SITI HAMIDAH** and **INDAH WIDOWATI**. The purpose of this research are : 1. Analyze of business profits Chrysanthemum, 2. Worthiness analysis of Chrysanthemum farming, and 3. Analyze trend of *Chrysanthemum*'ssale. This research is using descriptive method and survey method. This research is using profits analysis, profit's rate, worthiness analysis, and trend of selling analysis for the data analysis. From this research, the profit is Rp156.409.952,00 (2010), Rp2.404.063.567,00 (2011), and Rp4.020.282.158,00 (2012). The worthiness of this business is 0,36(2010); 1,69 (2011); and 1,75 (2012). Trend of *Chrysanthemum*'s sale in 2013 is increasing.

Key Words: Profits, Worthiness of business, Trend of sale, *Chrysanthemum*