

SUSTAINABLE DEVELOPMENT MODEL OF CHRYSANTHEMUM AGRIBUSINESS

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ABSTRACT

A survey was applied in this study. This study was focused on analyzing the superiority of chrysanthemum as well as designing the development model of chrysanthemum agribusiness. Unit for the analysis were chrysanthemum farmers' business included small, middle and a large scale of businessmen; with additional information provided by agency and expert who were involved in chrysanthemum development. The results of this study indicated that chrysanthemum was satisfied enough to meet superior criteria. Chrysanthemum was also economically viable as ornamental plant. Chrysanthemum could be well developed as superior ornamental plant related to its influential factors. The results of this study also indicated that chrysanthemum development as superior ornamental plant was significantly influenced by factor and demand conditions besides the support of related industries, competition, structure and strategy of the company.

KEYWORDS: Development, Chrysanthemum, Superior