

## **ABSTRACT**

*Chrysanthemum, as one of the ornamental plant commodities with the largest production in Semarang, needs to be further investigated and developed. Chrysanthemums are not merely room decorators and aesthetic enhancements; they also serve other functions as filters or purifiers of air from toxins and and pollution. The objective of this study is to analyze the value chain of chrysanthemums in Bandungan District, Semarang Regency. This study used a population of chrysanthemum farmers located in Candi, Kenteng, and Duren villages who are members of several farmer groups. The sampling of farmer respondents used a cluster random sampling method, which is sampling by region/area. This study used a total of 72 farmer respondents. The research methods in this study were quantitative and descriptive. The research results show that marketing margin calculations indicate that marketing channel IV has the lowest margin value at Rp35,000/bunch, while marketing channel I has the highest margin value at Rp53,000/bunch. The highest farmer's share was obtained by marketing channel V, at 38.46%. In the value chain analysis, farmers and all marketing institutions equally perform primary activities, complete in terms of logistics, operations, sales, marketing, and services. However, for secondary (supporting) activities, all marketing institutions only carry out general administration, human resource management, and procurement, but do not conduct technology development.*

*Kata kunci: SCP, Value Chain, Krisan*