

ABSTRACT

This research is motivated by the decrease of farmer's income caused by the rubber area much too old and hasn't pproductive area. Therefore, it takes rejuvenation to increase income by saving money in financial institutions. This research aims to analyze socio-economic status of rubber farmers and behavior of saving in financial institutions. Respondents in this research were 63 people who were determined using simple random sampling technique with Isaac and micheal formulas. This research used descriptive method with data analysis using spearman rank. The result of the research showed that the socio-economic status and the behavior of saving rubber farmers were categorized as low. Spss analysis in this research showed that income has significant relationships, education and participation in social organization have a negative relation and significant relationship whereas land ownership has no significant relationship to behavior of savings.

key word : Socio – economic status, behavior saving, rubber farmer