ABSTRACT

This research aims to analyze factors affecting farmers' income in Way Kanan District with case study of Pakuan Ratu sub-district. Subjects in this study were rubber farmers in Pakuan Ratu sub-district. In this study a sample of 92 respondents is selected using the Slovin formula. The analysis tool used is Multiple Linear Regression Analysis. Based on the results of the analysis obtained in this study that labor, production costs, land area and work pleasure have a significant influence on the income of rubber farmers. To increase the income of farmers should minimize the expenses of production, especially service spending and stable rubber prices.

Keywords: income, employee, The cost of production, land width and happiness.