

## **ABSTRACT**

*The agricultural sector as the preeminent sector of trade in Central Java needs to be increased its role in contributing the country's revenues. Central Java is a province in Indonesia which has a considerable population, reaching 34,674,870 people. The farmer is a person works in agricultural sector, mainly by managing the land for the purpose of growing and maintaining crops (such as rice, flowers, fruits, etc.). Socio-economic factors such as age, education level of farmers, length of farming, a number of family dependents, farming area, labor and capital among farmers are different. This is related to the total income of farmers and their families as an effort to improve their welfare through production.*

*This study is purposed as follows: To determine the effect of land, labor, fertilizer and seedlings to the level of price efficiency in salak pondoh farmers in Banjarnegara Regency.*

*The sample of this research is 100 farmers of salak laborers in Banjarnegara Regency. The data type is the primary data with the questionnaire as the technique of data collection. The data analysis technique used multiple regression analysis with classical assumption, validity test, and reliability test.*

*The conclusion that can be taken are as follows: (1) There is influence of land, labor, fertilizer to the level of income at salak pondoh farmers in Banjarnegara Regency. (2) There is no influence of seeds to the level of income at salak pondoh farmers in Banjarnegara Regency.*

*Keywords: land, labor, fertilizer, seedlings, income.*