

ABSTRACT

Banana cultivation is a commodity that is widely embraced by the people of Aceh and holds significant economic and social value. Not only the fruit, but also the leaves, suckers, and stems are essential in supporting daily life. Due to its high level of utility to the community, it is not an exaggeration to consider banana plants as a strategic commodity. The objective of this study is to analyze the profitability and the factors influencing the production of Barangan bananas in Pidie Regency. The sample used in this research consists of 30 banana farmers, representing the entire population of 70 banana farmers. The population in this study includes all farmers in Gampong Mesjid Tanjong and Gampong Cut Paloh, Padang Tiji District, who cultivate Barangan bananas. The data analysis conducted in this study is quantitative, including an analysis of profitability and the factors influencing production, using multiple linear regression analysis. The average production cost incurred by Barangan banana farmers per hectare per season is IDR 20,468,951, while the average revenue received by Barangan banana farmers per hectare per planting season is IDR 67,986,133. The profit gained by Barangan banana farmers is IDR 47,517,906 per hectare per planting season. The feasibility analysis of the banana farming business, using the R-C Ratio method, yields a value of 3.32, indicating that the banana farming business is feasible to operate, as the R/C ratio is greater than 1. The variables of land area, fertilizer, and labor do not have a significant effect on Barangan banana production, while the seedling variable is the only one that significantly affects Barangan banana production.

Keywords: *Analysis, Production Factors, Profit, Barangan Bananas, Farming Business*