

## ABSTRACT

The research was conducted in Bangun Sari Baru Village, Tanjung Morawa Subdistrict. This study aimed to analyze the income of ornamental plant farming, assess its feasibility, and examine the factors influencing the income of ornamental plant farmers in Bangun Sari Baru Village. The background of this research is based on the observation that from the early 2000s to 2020, ornamental plant farming had become increasingly popular among the local community due to its promising business prospects. However, despite its potential, ornamental plant farmers in Bangun Sari Baru have started to face challenges, such as unstable selling prices, rising production costs, and dependence on seasonal demand patterns. These conditions have resulted in income fluctuations for farmers. The study was conducted on 34 ornamental plant farmers in Bangun Sari Baru Village, Tanjung Morawa Subdistrict. The research used a quantitative method, including income analysis, feasibility analysis using R/C ratio and B/C ratio approaches, and a multiple linear regression test to identify the factors influencing income. The results showed that the average net income received by ornamental plant farmers was IDR 2,708,015.51 per month. The feasibility analysis indicated an R/C ratio of 2.36 and a B/C ratio of 1.36, meaning that ornamental plant farming is economically feasible and profitable. The t-test results of the multiple linear regression analysis showed that the capital factor ( $0.027 < 0.05$ ) and land area ( $0.001 < 0.05$ ) had a significant effect on the income of ornamental plant farming. In contrast, the length of farming experience ( $0.281 > 0.05$ ) did not have a significant effect on the income of ornamental plant farmers in Bangun Sari Baru Village.

**Keywords** : Income, Feasibility, R/C Ratio, B/C Ratio, Multiple Linear Regression, Ornamental Plants.