

ABSTRACT

This research was conducted with the consideration that Ulu Pungkut District also has plants that produce quite high yields, namely around 92.72, but low productivity, namely around 724.98 kg. This study aims to determine the coffee production factors in Ulu Pungkut District, this study uses a qualitative descriptive method. Factor identification was conducted by interviewing coffee farmers in Ulu Pungkut District regarding production factors in their coffee production. The production factors in Ulu Pungkut District are land area, labor, pesticides, and fertilizers. Ulu Pungkut District has higher production than others due to the age of the coffee plants. The average coffee production in Ulu Pungkut District is 1,595,438 kg, which is considered low. The average value of production factors is the average value of land area is 0.88 hectares, the average value of fertilizer is 145.58 kg, the average value of pesticide is 6.323 and the average value of labor is 46575.21 HOK.

Keywords: Coffee, Production Factors, Ulu Pungkut District