

## **ABSTRACT**

This study analyzes the factors influencing avocado farming income in Bukit District, Bener Meriah Regency. The agricultural sector, particularly horticulture, plays a significant role in the Indonesian economy, with avocados being a highly valuable commodity. Although Bener Meriah Regency is a center for avocado production, price fluctuations during harvest time cause instability in farmers' income. This study aims to calculate avocado farming income and identify the factors influencing it. Primary data were obtained through interviews with 30 avocado farmers in Bale Atu and Bale Redelong Villages, selected using purposive sampling. Secondary data were obtained from books, journals, and relevant agencies. Data analysis used multiple linear regression. The results of this study indicate that the average income from avocado farming is Rp. 2,194,140 per production cycle, with an average total cost of Rp. 2,038,094. The average income of avocado farmers is Rp. 156,045.32. Regression analysis shows that simultaneously, the variables of land area, capital, and production have a significant effect on avocado farmer income with an Adjusted R<sup>2</sup> value of 0.634. However, partially, the land area variable does not have a significant effect on farmer income, and the capital variable has a significant effect but a negative regression coefficient value, while the production variable has a significant effect on avocado farmer income.

**Keywords:** Farming, Avocado, Income, Land Area, Capital, Production.