
ABSTARCT

This research was carried out in Sangir Village, Dabun Gelang District, Gayo Lues Regency in May 2024. Obstacles that often occur in the economy of rural people are unstable production and selling prices which cause people's income to decrease. The production of citronella oil is unstable at harvest time due to various other natural factors such as climate change, for example during the rainy season, of course this affects the citronella oil produced. This will affect production and impact farmers' income, then the price is wrong. one factor to determine farmer income. Logically, if the market price is low then the purchase price from farmers will also be low. This will make the profits that farmers will get smaller considering the increasing production costs of planting, but in Gayo Lues Regency the price of citronella oil which has tended to decline recently has had a big impact on power. buying which will then have an impact on reducing farmers' income levels. This research uses multiple linear regression analysis. The results of this research show that based on the results of the research that has been carried out, it is known that the variables of production, selling price, land area and wages can influence the income variables of sere wangi farmers by 59.4%. Simultaneously, the sig, f value is $0.000 < 0.05$, which means that production, selling price, land area and wages have a significant effect on the income of sere wangi farmers. However, from the results of the t test or partially, only the production and selling price variables have a significant effect on income, while land area and wages do not have a significant effect.

Keywords: Influencing factors, income, citronella farmer