

ABSTRACK

This research was carried out in Riseh Tunong Village, Sawang District, North Aceh Regency in May 2024. Riseh Tunong Village has a phenomenon, namely the conversion of areca nut land to oil palm caused by the decline in areca nut prices which makes farmers' incomes very low. This research aims to look at the factors that influence farmers to convert areca nut land to oil palm in Riseh Tunong Village, Sawang District, North Aceh Regency. The sampling method used in this research is purposive sampling. Meanwhile, the data analysis method uses qualitative descriptive analysis. The results of the research show that there are 5 factors driving farmers' decisions to convert land, namely price, production, income, harvest time and follow-up behavior that influence farmers to convert areca nut land to oil palm, and maintenance factors do not influence farmers to convert areca nut land to oil palm. oil palm in Riseh Tunong village, Sawang District, North Aceh Regency.

Key words: Land conversion, areca nut, oil palm.