

ABSTRACT

Wonokerto village is administratively included in Turi Subdistrict and is one of the biggest salak fruit villages in Sleman regency. Most of the people in the village wonokertosalakpondoh farmers. This study aims to determine the factors that know the production of salakpondoh business in Wonokerto Village, Turi District, Sleman Regency of Yogyakarta. In this research, there are 93 samples which are salakpondoh farmers in Wonokerto Village. The analysis tool used is multiple linear regression. Based on research results, it is known that 93 respondents stated that the four variables affect the amount of fruit production. Business capital variables, land area, plant population, frequency of fertilization together have a positive and significant effect on the increase of production of salakpondoh fruit.

Keywords: production, salakpondoh, agriculture