

**"Production Factors of the Dragon Fruit In Kemuning Lor village
Arjasa District of Jember"**

Ervin Milaswati ¹⁾, Dewi Kurniawati ²⁾, Luluk Cahyo Wiyono ³⁾

ABSTRACT

This final project site located in the village of Kemuning Lor. The purpose of this study was to determine the Dragon Fruit Production in Kemuning Lor village Arjasa District of Jember. The independent variables in this study are Land (La), Capital (Mod), Experience (Pg), Education (Pd). This research is classified as descriptive qualitative research. Sources of data in the study determined purposive sampling and data obtained through data collection methods include: observation, interview, documentation. From the analysis it can be concluded that: the variable Land (La), Capital (Mod), Experience (Pg), Education (Pd) is a factors of dragon fruit production (Ypbn) In the village of Kemuning Lor.

Keywords: Production, Dragon Fruit

- ¹⁾ Ervin Milaswati, Agribusiness Management Department, D-IV Agro-Industry Management Study Program.
- ²⁾ Dewi Kurniawati, S. Sos, M.Si, Agribusiness Management Department, D-IV Agro-Industry Management Study Program.
- ³⁾ Luluk Cahyo Wiyono, S.Sos, M.Sc, Agribusiness Management Department, D-III Agribusiness Management Study Program.