

This research aims to know the analyze the benefits of farm salak pondoh investmen, and analyze the efficiency of farm salak pondoh investment. The method used in this research is survey method. Method study site selection was purposive sampling method. Sampling method is Snowball Sampling methods. Kinds of data that uses primary and secondary. Source data obtained from farmers, the village chief's office, district offices, agricultural offices, farmers' groups, and literature books. The result of this research concluded that, earnings from farming salak pondoh per 1 hectare in the Dawuhan Village Madukara subdistrict in 2002-2011 amounted to Rp 233.479.080,05/ hectare and salak pondoh of farm per 1 hectare in the Dawuhan Village Madukara subdistrict in 2002 - 2011 was the efficiency with which B / C of 1,86.

*Keywords: investment analysis, farm, salak pondoh*