

## ***ABSTRACT***

*Many agricultural areas have been converted to non-agricultural uses due to increasing land demand. Land use change can be driven by various factors, including changes in population, number of companies, and economic growth with GRDP, rice productivity and yield, and road length. This can shrink paddy fields in Central Java Province while increasing land conversion. In addition, land conversion or land use change can cause environmental changes by reducing the carrying capacity of the environment to support human needs. The purpose of this study is to analyze how paddy fields in Central Java are converted.*

*This study uses quantitative data from 2010 to 2020 on 35 districts or cities in Central Java Province. Using the analytical tool Eviews 12, panel data regression was conducted using the Ordinary Least Squares (OLS) approach.*

*The research findings show that the independent factors have an influence on the dependent variable simultaneously. Based on the partial test, the variables of number of industries, road length, GRDP, and rice productivity have a negative and significant influence, but rice production and population have a positive and significant influence on the conversion of projected paddy fields with paddy fields.*

*Keywords: Land Use Change, Industry, GRDP, Rice Productivity, Rice Production*

