Indonesia is currently experiencing a decline in food self-sufficiency. Banyuwangi Province is one of the national’s crops storage that had big decline in food production, which is about 13% in 2010-2011. Agricultural land use conversion is indicated as the source of the problem, because in the same period, around 1400 hectares or 2% of Banyuwangi agricultural land was converted into non agricultural use. Therefore, there is a need to control the conversion of agricultural land.

This study is conducted in Kecamatan Wongsoreojo, which is one of Banyuwangi’s agricultural districts that have the highest conversion of agricultural land. This study is also conducted based on farmer preference, because of their role as the decision makers in doing conversion. Moreover, The analysis tools used in this study are correlation analysis, cluster analysis, and descriptive qualitative analysis.

Based on the analysis, there are six variables that influence farmers in converting their land, namely: (1) agricultural production, (2) commodity prices, (3) the cost of irrigation, (4) the cost of agricultural inputs; these four variables are variables that tend to hamper the occurrence of conversion. Other variables are (5) non-farm sector income, and (6) differences in the rental price of land with farm income; where these two variables are variables that tend to hustle the occurrence of conversions. This study divided
villages into two groups based on the characteristic of conversion. The first group is villages with high farming opportunity cost (the conversion driving variable value is greater than the conversion resisting variable value), and the second group is villages with low farming opportunity cost (the conversion driving variable value is smaller than the conversion resisting variable value).

Referrals generated for high opportunity cost group is the acceleration of farm income and land use control, whereas for the group with low opportunity cost is to maintain the sustainability of farming and to monitor the development of non agricultural land use.

**Keywords: Conversion, Control, Preferences**