

## **ABSTRACT**

*This study is entitled Analysis of Factors Influencing the Advantages of Cassava Farmer Group (Case Study of the "Mekar Tani" Farmer Group in Gandasoli Village, Subdistrict of Tanjungsiang Subang Regency). The purpose of this study was to determine how the influence of costs of manure, NPK fertilizer costs, labor costs, selling price and land area against the profits obtained by the members of the "Mekar Tani" Farmer Group in Gandasoli Village, Tanjungsiang District, Subang Regency. The analytical method used in this study is the profit analysis method of farming, which is the difference between the revenue obtained from the farm and all costs incurred for the farm. The population in this study was 105 cassava farmers. Sampling of the study using the Slovin formula then obtained a sample of 51 people. According to data analysis using multiple linear regression it is known that the coefficient of determination ( $R^2$ ) 0.838 states that the ability of the model formed by the independent variables in influencing the dependent variable is 83.8 percent. While the remaining 16.2 percent is explained by other variables. The analysis also shows that simultaneous cost of manure, NPK fertilizer costs, labor costs, the selling price and the size of the land have a significant effect on the profits obtained by members of the "Mekar Tani" Farmer Group in Gandasoli Village, Tanjungsiang District, Subang Regency. Partially the cost of manure, NPK fertilizer costs, labor costs, selling prices and land area also have a significant effect on the profits obtained by members of the "Mekar Tani" Farmer Group in Gandasoli Village, Tanjungsiang District, Subang Regency.*

**Keywords: Benefits of Cassava Farmer Group, Costs Manure, NPK Fertilizer Costs, Labor Costs, Selling Prices, Land Area.**