

Feasibility Study on the Development of Oyster Mushroom Cultivation in Young Farmers at UD. Kumbung Kreatif Panti District, Jember Regency

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ABSTRACT

UD. Kumbung Kreatif is located in Kemuningsari Lor Village, Jember Regency. This study aims to design the development of oyster mushroom cultivation for young farmers. The design of this research is descriptive using the expert system. The data used are primary data and secondary data. The analysis technique uses the help of DSS MSME software version 2.0 with an analysis model of legal aspects, marketing aspects, production aspects, management and human resources aspects, environmental aspects, and financial aspects. The results of the research conducted indicate the priority improvements that need to be made by the company, namely; (1) legal aspects, managing or completing business license documents; (2) marketing aspects, utilizing social media and analyzing competitor products; (3) aspects of HR, complete the business license file; (4) environmental aspects, companies need to create a positive image in the eyes of consumers; (5) financial aspects, detailed and detailed financial records.

Keywords : *UD. Kumbung Kreatif, Decision Support System (DSS), Oyster Mushroom*