Frozen Fish Agroindustry Development At UD. Bayu Segara Banyuwangi With a Decision Support System (DSS) Approach

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ABSTRACT

This research takes the place of research companies engaged in the Frozen Fish agroindustry. The research location was taken at UD. Bayu Segara Banyuwangi. This study aims to identify and analyze the performance of legal aspects, marketing aspects, production aspects, management and human resources aspects, environmental aspects and financial aspects at UD. Bayu Segara and recommends improvement strategies that can be carried out by UD companies. Bayu Segara in an effort to develop a business based on the results of the MSME DSS application analysis v.2.0. The Decision Support System (DSS) approach is an alternative way to analyze various problems within the company so that it can find solutions to problems that cover various aspects such as Law, Marketing, Production, Management and human resources, and Finance or various aspects contained in the application. DSS. The results of the research conducted indicate that the priority improvements that need to be made by the company include; (1) the legal aspects, the results of the executive summary analysis as well as the completeness of the documents and the legality of the business owned are in a condition that is feasible to be developed, with indicators that companies already have NPWP, SIUP, and companies already in the form of UD. (2) marketing, on the marketing aspect of UD. Bayu Segara as a whole is in a feasible condition to develop (feasible), with indicators of a high level of demand and product quality, a large market share, and the company's position as a market leader. (3) production, development of production facilities and equipment; UD. Bayu Segara as a whole is in a condition that is feasible to develop (feasible), with indicators of business locations that are easily accessible, and the level of labor that is easy and mostly found within the reach of one sub-district with the location of the company. (4) HRM, completion of business permit files and employee training so that they are better at carrying out their work; (5) the environment, the selling price follows the BEP when the raw materials are at their highest price; (6) finance, recording financial aspects in detail and detail so that financial flows can be monitored properly.

Key words: Frozen Fish, Decision Support System, UD. Bayu Segara