

***Pengembangan Usaha Agroindustri Roti Karakter UD New Cita Rasa  
Banyuwangi Dengan Pendekatan Decision Support System***

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**ABSTRACT**

*UD New Cita Rasa, is one of the producers of food processing in the form of character bread packaged in the form of frozen food. The business is located at JL. Raya Banyuwangi-Srono, RT/RW 003/001, Srono District, Banyuwangi Regency, East Java Province. UD New Cita Rasa was established in 2017 until now, counting for 6 years UD New Cita Rasa's business has been running. The purpose of taking the research location is at UD New Cita Rasa, Banyuwangi Regency. This study aims to determine the performance of various aspects in an effort to develop a frozen food character bakery agroindustry. This study takes data through the owner of the company. The data used are primary and secondary data. The data analysis technique used DSS UMKM v.2.0 software. The results of the research conducted indicate that the priority improvements that need to be made by the company include; (1) legal aspects, extension of business license files; (2) marketing, use of social media; (3) production, development of production facilities and equipment; (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.*

**Keywords:** *, Business Development, Decision Support System, Character Bread*