

**DEVELOPMENT OF AGROINDUSTRY BUSINESS SUWAR-SUWIR AT  
UD. SARI RASA JEMBER WITH THE DECISION SUPPORT SYSTEM  
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**ABSTRACT**

*The research location was taken at UD. Sari Flavor Jember. This study aims to (1) analyze the performance of legal aspects, marketing aspects, production aspects, management and human resources aspects, environmental aspects, and financial aspects at UD. Sari Rasa. (2) To formulate recommendations for improvement and development that can be carried out by UD. Sari Rasa in an effort to develop a business based on the results of the DSS application analysis. This study takes data through the owner of the company. The data used are primary data and secondary data. The data analysis technique used DSS UMKM v.2.0 software. The results of the research conducted indicate that there is one aspect that is declared feasible at a high level of feasibility with a green illustration on aspects of management and human resources. While the other three aspects were declared eligible at a moderate level of feasibility with yellow illustrations on marketing aspects, production aspects, and environmental aspects. From the legal aspect, it was found that the completeness of important documents for legality and business licensing in the form of NPWP, SIUP, SP-PIRT letters. On the financial aspect in terms of the quantity BEP of 5,439.09. BEP sales of Rp. 181.332.672.91 where the company has to sell as much as that figure to get the total cost principal, the IRR value is 59.20% above the 15% interest rate, PI is 53.06 where  $PI > 1$  will be declared feasible, BCR in this business  $> 1$  namely 7.23, the company's payback period requires 2.28 years for investment returns and the NPV shows a positive number so that the financial performance has been declared feasible.*

***Key words :*** UD. Sari Rasa, Decision Support System, Suwar-Suwir