

***FEASIBILITY ANALYSIS OF FISH AGROINDUSTRY BUSINESS  
IN CV. GENDERANG MERCUSUAR BAHARI (GMB)  
WITH DECISION SUPPORT SYSTEM (DSS) APPROACH***

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***ABSTRACT***

*CV. Genderang Mercusuar Bahari is a company that produces pindang fish which is located at JL. K. H Abu Mansur, Mlaten RT 07 RW 08 Nguling, Pasuruan. This business has been established since 2011 until now. CV. Genderang Mercusuar Bahari is able to produce 2 types of pindang, namely tuna fish and tuna. This business has considerable potential to be able to develop, but there are several problems that hinder these development efforts. This study aims to analyze the condition of the company's feasibility from non-financial and financial aspects, the results of which can be used as a reference for recommending steps for company development. The approach used in this research is the Decision Support System (DSS). The results of the analysis show that the legal aspect of the company can be said to be feasible because it already has a Company Registration Certificate (TDP), NPWP and the form of the company that has been in the form of a CV. The Production Aspect shows the results that the company is in a feasible condition with a high level of feasibility. Aspects of Marketing, Aspects of Management and Human Resources and Aspects of the environment show the results that the company is in a decent condition with a moderate level of feasibility. In the financial aspect consisting of quantity BEP analysis of 24,721.13, Sales BEP of 379,515,345.54, BCR of 1.42, Payback Period of 1.58, NPV of 10,064,036,510.68, PI of 12.54, IRR of 59.20 and the overall analysis of the financial aspect shows that the company is in a decent condition. Based on the overall results of the analysis of the micro small and medium business Decision Support System (DSS) version 2.0, it shows that CV. Genderang Mercusuar Bahari is in a condition worth developing.*

***Key words:*** *Business Development, Production Pindang Fish, Decision Support System (DSS)*