

Feasibility Analysis of "Mini Botani Songgon" Restaurant and Cafe Business Development in Banyuwangi with a Decision Support System Approach

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ABSTRACT

Mini Botani Songgon is located in Pakis, Songgon Village, Banyuwangi. This business is a restaurant and cafe and even a center for red durian and local durian. Durian products from the garden owned by Mini Botani Songgon produce various processed products made from durian such as durian roll, fried banana with durian sauce, fried fish with durian sauce and durian juice. Mini Botan Songgon has good potential but has some problems such as decreased income during the pandemic, incomplete financial reports and poor human resources. This study aims to analyze the feasibility and provide suggestions for further development using the DSS-UMKM version 2.0 software. Based on the results of the DSS-UMKM version 2.0 software, the Resto and Café business "Mini Botani Songgon" in the legal aspect there are business licenses that are completed, in the marketing, management human resources and production aspects they are indicated in yellow with a moderate level of feasibility, in the environmental aspect it is indicated in green with a high level of feasibility and in the financial aspect, BEP Quantity is 25,022.75; BEP Sales of 24,998,645.18; BCR of 3.21; PP of 9,31; NPV of 232,683,786.00; The PI of 1,27 and the IRR of 48.19 are at a decent level. Based on the results of the DSS-UMKM version 2.0 software, the restaurant and cafe business "Mini Botani Songgon" as a whole can be declared feasible.

Key words: *Business Feasibility, Business Development, Resto and Café, Songgon Mini Botani, Decision Support System (DSS-UMKM)*