PENGEMBANGAN USAHA AGROINDUSTRI MINUMAN KESEHATAN MONASCHO PADA CV. AR-ROHMAH DENGAN PENDEKATAN *DECISION SUPPORT SYSTEM* (DSS)

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ABSTRACT

CV. Arrohmah is located in Sunan Kalijaga, Telengsari Village, Kaliwates District, Jember Regency. The resulting product is a health drink made from fermented rice using the help of the bacterium Monascus purpureus with a special processing process. Although CV. Arrohmah has the potential to develop the health drink business into a larger scale business, but still has various problems that need to be resolved. The approach used is the DSS (Decision Support System) version 2.0 decision support system. One aspect is declared eligible at a high level of feasibility with a green illustration on the environmental aspect. Meanwhile, the other three aspects were declared feasible at the moderate level of feasibility with yellow illustrations on marketing aspects, management and human resources aspects and production aspects. From the legal aspect, it was found that the completeness of important documents for legality and business licensing was found. On the financial aspect in terms of the quantity BEP of 32.86, the sales BEP of Rp. 22,174,832.89, BCR of 15.94, Payback period of 3.49, NPV of Rp. 2,555,429,004.79, PI 17.25 and IRR 52.22, are at a decent level. Based on the results of the analysis of the Decision Support System (DSS UMKM Ver. 2.0) approach, it shows that the overall performance assessment in each aspect states CV. Arrohmah deserves to be developed.

Keywords : Business development, CV. Arrohmah, Decision Support System (DSS)