

**Business Feasibility Analysis of Tofu Industry in UD Saudara Jaya with a  
Decision Support System (DSS UMKM) Approach**  
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***ABSTRACT***

*UD Saudara Jaya is one of the tofu processing industries in Patrang District, Jember Regency. The product is tofu and fried tofu. This study aims to analyze the feasibility of a business run by UD Saudara Jaya by using the Decision Support System (DSS) approach. There are several aspects of business feasibility analyzed by this approach. Legal aspects are found to have completeness in business licensing. In the non-financial aspects, there are three aspects which have feasibility at a moderate level with yellow illustrations on the marketing aspects, production aspects, as well as management and human resources aspects. Meanwhile, environmental aspects are at a high level of eligibility with green illustrations. Financial aspects in terms of BEP quantity is 7393.55, sales BEP is 150,183,733.22, BCR is 1.61, Payback Period is 1.60, NPV is 2,618,557,820.96, PI is 22.34, and IRR is equal to 58.08 is at a reasonable level. Based on the results of the analysis using the Decision Support System (DSS) approach, it shows that the performance evaluation of every aspect of UD Saudara Jaya as a whole is worth developing.*

**Key words :** *Business Development, Business Feasibility, UD Saudara Jaya, DSS (Decision Support System).*