

**OYSTER MUSHROOM AGROINDUSTRY DEVELOPMENT  
AT UD. BAROKAH JAMUR, BONDOWOSO  
WITH APPROACH OF  
DECISION SUPPORT SYSTEM**

Taufik Hidayat, SE, M.Si as Advisor and  
Ratih Puspitorini Yekti A., SE, MM as Discussants

**Indri Dwi Damayanti**

Agro-Industry Management Study Program  
Agribusiness Management Department

**ABSTRACT**

UD. Barokah Jamur is located in Karanganyar Village RT 025 RW 008 Tegalampel District, Bondowoso Regency which was founded by Mr. Mohammad Maryono. The product produced is in the form of packaged fresh oyster mushrooms, a trademark of Mario Mushroom. Fresh oyster mushrooms that are ready for sale are packed with a weight of 2 ounces per package with a selling price of Rp. 3,000. This research was conducted to analyzing business feasibility and recommending business development based on the results of a business feasibility analysis using a decision support system approach (Decision Support System) covering legal aspects, marketing aspects, production aspects, management, and human resources aspects, environmental aspects, and financial aspects. Based on the results of the analysis, the conclusion is that it is declared feasible at a high feasibility level with green illustrations on the production and environmental aspects, it is declared feasible at the medium feasibility level with yellow illustrations on the marketing aspect, while the legal aspects and management and human resources aspects are declared unfit with a red illustration. In the financial aspect in terms of BEP, the quantity amounts to 14,360.48, BEP sales of Rp. 53,893,016.29, BCR of 1.78, the Payback period of 9.37, NPV amounting to Rp. 130,003,214.60, PI 1.30, and IRR 43.85 are at a feasible level.

*Keywords: Business Development, UD. Barokah Jamur, Decision Support System (DSS).*