

**AGROINDUSTRIAL BUSINESS DEVELOPMENT FEASIBILITY OF  
SALAK COFFEE AT KOPLAK FOOD JEMBER WITH APPROACH  
*DECISION SUPPORT SYSTEM***

Dr. Muksin, SP, M.Si as counselors and  
Dr. Ir. Ridwan Iskandar, MT as testers

**Okti Auliya Hapsari**

Study Program of Agroindustry Management  
Department of Agribusiness Management

***ABSTRACT***

*Salak is one of palm species belonging to family of Arecaceae which is spread around Indonesia and Malaysia. The waste of Salak processing are its rind and seed. Koplak Food is a home industrial that develop innovations of processed salak located in Semboro and Ajung, Jember Regency. During production, Koplak Food has a problem to expand the competitiveness of Salak coffee in global market. In this condition, it is necessary to promote and compile strategy for develop salak coffee. The strategy of business development at Koplak Food was use Decision Support System (DSS) approach that includes legal aspect, marketing aspect, technological aspect, human resource aspect, environmental aspect, production aspect and financial aspect of the company. Based on the analysis approach of the Decision Support System (DSS) showed that the assessment of market performance in every aspect was feasible. However some aspects deemed at a low level of feasibility they were Management, Human Resource and Environmental aspects. Factors that caused these aspects low were description of organization's form, business profile and raw materials.*

*Key word : Business Development, Decision Support System (DSS), Salak Coffee.*