

**Analysis of Banana Sale Agroindustry Business Development at
UD. Mandiri Sale Pisang in Banyuwangi Regency with
Decision Support System (DSS)**
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ABSTRACT

UD Mandiri Sale Pisang one of the businesses in the field of banana processing agro-industry located on Jalan Gumuk Leho 06 RT / RW 005 / 2001 Kedasri Hamlet, Karangrejo Village, Blimbingsari District, Banyuwangi Regency. This banana sale business has been established since 2007 until now counts 16 years. The problems that exist in this company include the use of raw materials that are difficult to find if demand increases, the number of competitors in the surrounding environment and a workforce that is still quite low in human resources. In answering the problem, this research aims to analyze the development of barlin banana sale business at UD Mandiri Sale Pisang in terms of financial and non-financial aspects. Financial aspects include NPV, R/C Ratio, Net B/C Ratio, BEP and Payback period, while non-financial aspects include legal aspects, market aspects, technical aspects, management aspects, and environmental aspects. The results showed that the financial aspects were declared feasible which included NPV of Rp. 2,346,586,962.08 Net B/C Ratio of 2.24, BEP rupiah of Rp. 91,264,465.19, PI of 17.35, IRR of 61.44 and Payback period of 3 years 4 months 5 days. While the non-financial aspects at UD Mandiri as a whole are feasible to be endeavored based on the assessments that have been carried out. The result of this final project is a business development analysis with the DSS method that makes it easy for business owners to find out what aspects affect the business, so that business owners understand the strategies used for business development. At UD Mandiri Sale Pisang, it gives an idea that the aspects in the business are feasible and can be developed even better.

Kata Kunci: Banana Sale, Business feasibility analysis, financial aspects, non-financial aspects