

***ANALYSIS OF BLACK JELLY AGROINDUSTRY BUSINESS
DEVELOPMENT AT UD. GADING JOYO JEMBER WITH
DECISION SUPPORT SYSTEM APPROACH***

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ABSTRACT

UD Gading Joyo is one of the companies engaged in the processing of grass jelly. This business is located on Jalan Teuku Umar Gang VIII, Tegalbesar Village, Kaliwates District, Jember Regency. UD Gading Joyo has a superior product produced in the form of black jelly made from janggolan plant extract. This research uses the decision support system approach Decision Support System version 2.0 which is able to analyze several aspects for the success of the company. The output produced in the environmental aspect is declared feasible at a high feasibility level with a green illustration. As for other aspects, namely in the marketing aspect, management and human resource aspects and production aspects are declared feasible at a medium feasibility level with yellow illustrations. The legal aspect is equipped with an important letter for legality and business licensing. As well as the financial aspect, in terms of the value of BEP quantity, BEP sales, Benefit Cost Ratio, Payback period, Net Present Value, Profitability Index, and Internal Rate of Return produce positive values so that they are at a decent level. Based on the results of the analysis of the Decision Support System (DSS UMKM Ver.2.0) approach on financial and non-financial aspects, it shows that performance assessments on each aspect as a whole at UD Gading Joyo deserve to be developed.

Keywords: grass jelly, UD. Gading Joyo, DSS (Decision Support System)