

**FEASIBILITY ANALYSIS OF BUSINESS DEVELOPMENT OF
MUSHROOM TIRAM BUSINESS IN PT MITRA JAMUR INDONESIA
JEMBER REGENCY USING DECISION SUPPORT SYSTEM**

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ABSTRACT

PT Mitra Jamur Indonesia, is one of the oyster mushroom cultivation and processing businesses. The business is located at Jalan Merak 64, Gebang, Patrang District, Jember Regency, East Java Province. PT Mitra Jamur Indonesia was established on June 15, 2010 until now, counted 13 years of PT Mitra Jamur Indonesia's business running. The purpose of taking the research location is located at PT Mitra Jamur Indonesia, Jember Regency. This study aims to determine the performance of various aspects in an effort to feasibility of oyster mushroom broth business. This research takes data through the company owner. The data used are primary and secondary data. Data analysis techniques using DSS UMKM v.2.0 software. The results of this study indicate that the improvements that need to be made by the company include; (1) legal aspects, there are no improvements because the legality file is strong to protect the business; (2) marketing, utilization of social media; (3) production, development of production facilities and equipment; (4) HRM, employee training and compensation bonuses to make them better at work; (5) environment, selling prices follow BEP when raw materials are in the highest price state; (6) finance, recording financial aspects in detail and in detail so that financial flows can be monitored properly. The priority for improvement in this study is the marketing aspect. Based on the data in appendix 1, the marketing aspect of promotional points is at a low feasibility level with illustrations.

Keywords: *Business Development Feasibility, Decision Support System, Oyster Mushroom Broth.*