

**ANALISIS KELAYAKAN PENGEMBANGAN USAHA AGROINDUSTRI  
KUE MACCU “ALIKHA”, KENDIT – SITUBONDO DENGAN  
MENGUNAKAN PENDEKATAN *DECISION SUPPORT SYSTEM* (DSS)**

**Yutsyak Maulana Arief**

*Study Program of Agroindustry Management  
Department of Agribusiness Management*

**ABSTRACT**

*Maccu Cake Business "Alikha", which is located in Kp. North Krajan, RT.02/RW.01, Kendit District, Situbodo Regency. Maccu Cake Business "Alikha" is engaged in the maccu cake agro-industry. The owner of this business is named Mrs. Aliyatul Hasanah and was founded in 2019. This study aims to identify and analyze non-financial and financial aspects of the "Alikha" Maccu Cake business and recommend improvement strategies that can be carried out by the "Alikha" Maccu Cake business in an effort to develop a business based on The Decision Support System (DSS) approach is an alternative way to analyze various problems in companies so that they can find solutions to problems that cover various aspects such as legal, marketing, production, management and human resources, and finance contained in the DSS version 2.0 application. . The results of this study on the legal aspect have the completeness of business legality including the Numbering of Home Industry (P-IRT) No. 2063509990250, and Trading Business License (SIUP) with No. 9120110080919, and email address, namely udmubarokah002@gmail.com. The results of the marketing, HRM, and environmental aspects based on the output scoring show that overall they are in a feasible position with a yellow color illustration with moderate feasibility. The results of the production aspect based on the output scoring show that the performance of the production aspect as a whole is in a feasible position with a green illustration with high feasibility. From the financial aspect, in terms of the results, the quantity BEP was 242.97, sales BEP was 5,031,942.29, BCR was 1.66, PP was 9.24, NPV was 2,640,886.70, PI was 1.09, and IRR of 29.91 which is at a decent level. Based on the results of the analysis of the Decision Support System approach (DSS version 2.0) it shows that the overall performance assessment of each aspect of the "Alikha" Maccu Cake business is in a feasible position.*

*Keywords: Maccu Cake, Decision Support System, Maccu Cake Business "Alikha"*