

***BUSINESS FEASIBILITY ANALYSIS OF PADDY SEED IN
UD RESTU TANI JEMBER REGENCY USING
DECISION SUPPORT SYSTEM APPROACH***

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ABSTRACT

UD Restu Tani is located in Kandang Rejo hamlet, Sukoreno village, Umbulsari District, Jember Regency. The product produced is in the form of certified paddy seeds while the trademark is Benih Padi Tulodho. The paddy seeds that are ready for sale are packed with 5 kg weight per pack and its selling price is Rp. 52,500. UD Restu Tani has a good potential for the development of paddy seed business, but they did not have a complete document and business legality. The decision support system approach used to analyze several aspects of the business feasibility such as the legal aspects, marketing aspects, production aspects, management and human resources aspects, environmental aspects, and financial aspects during the business activity especially the paddy seeds processing of UD Restu Tani. Based on the analysis results, it is concluded that the marketing and production aspects are categorized as feasible to develop with the high feasibility level and signed by the green illustration. Management aspects, human resources aspects, and environmental aspects are categorized as feasible to develop with the medium feasibility level and signed by the yellow illustration. The legal aspect is not feasible to develop and signed by the red illustration. The financial aspect is also categorized as feasible to develop. It is proved by the value of quantity BEP is around 221,984,38, the sales BEP is around Rp. 1,459,925,369.53, BCR value is around 1.51, Payback period is around 4.10, NPV value is around Rp. 12,649,378,667.36, PI value is around 2.15 and IRR value is around 46.25.

Keywords: Business Feasibility, UD Restu Tani, Decision Support System (DSS).