

**ANALISIS KELAYAKAN PENGEMBANGAN
USAHA MIKRO D'JALU DENGAN PENDEKATAN
DECISION SUPPORT SYSTEM (DSS)**

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ABSTRACT

D'jalu micro business is one of the micro businesses that produce djalangkote or Makassar pastel in Jember Regency. The purpose of this study is to assess the feasibility and development of D'jalu micro-enterprises through financial and legal aspects, production, marketing, environment, and human resource management. The approach used is the decision support system DSS (Decision Support System) version 2.0. The legal aspect was declared inappropriate because it only had an SKU (Business Certificate) with No.510/123/35.09.01.2004/2020. Environmental aspects are declared feasible with green illustrations that have a high level of feasibility. Aspects of production marketing and human resource management are declared feasible with yellow illustrations, which are at a moderate feasibility level. On the financial aspect, in terms of quantity BEP is 45.50, BEP is 969,129.29, BCR is 5.56, the Payback period is 7.04, NPV is 10,974,245.97, PI is 1.40, IRR is 38.79 which is at a decent level. So from all financial and non-financial aspects, conclusions are drawn, except for the legal aspect, all aspects are in a proper position for business development

Keywords : Decision Support System, Properness, Development, D'jalu Micro Business