

**ANALISIS KELAYAKAN USAHA KERUPUK RAMBAK
PRODUKSI UD ANUGRAH KABUPATEN JEMBER
DENGAN MENGGUNAKAN PENDEKATAN
DECISION SUPPORT SYSTEM (DSS)**
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ABSTRACT

UD. Anugrah is one of the businesses in the field of agro-industry processing of dried cowhide located on Jalan Udang Windu No.23 Mangli Village, Kaliwates District, Jember Regency. The capital of this business owner named Mr. Lukman is in the form of inventory and cash. Although UD. Anugrah has the potential to develop the business of processing dried cowhide into rambak crackers, but has several problems. In answering the problems, this study aims to analyze the development of rambak crackers business at UD. Anugrah in terms of financial and non-financial aspects. The results showed that the legal aspects have business legality including TDP (Company Registration Certificate) No. 13,075,152,0934. The results of marketing aspects, production aspects, management aspects and human resources and the environment based on the scoring output show that overall it is in a position worth developing / feasible with yellow illustrations with moderate feasibility. On the results of financial aspects which include NPV of Rp. 3,551,259,319.57, Net B / C Ratio of 3,78, quantity BEP of 647,79, sales BEP of Rp. 21,694,308.62, PP of 1,85, PI of 22,96 and IRR of 58,43 which are at a feasible level. Based on the results of the analysis of the Decision Support System (DSS UMKM version 2.0) approach, it shows that the performance assessment on each aspect as a whole states that UD. Anugrah is feasible to develop.

Keywords: Business Development, UD. Anugrah, Decision Support System (DSS)