

**CASSAVA CHIPS BUSINESS DEVELOPMENT AT UD NAVISA,  
SARONGGI DISTRICT, SUMENEP REGENCY WITH  
A DECISION SUPPORT SYSTEM (DSS)**

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***ABSTRACT***

*UD Navisa is a company that produces cassava chips which is located on Jalan Menara Tanjung, Deje Lorong Hamlet, Tanah Merah Village, Saronggi District, Sumenep Regency, East Java. This business has been established since 2013 until now. UD Navisa has weaknesses such as many competitors, lack of technological updates, lack of promotion levels, and financial bookkeeping that is not clear and neat. Some of these problems can hamper business development efforts. This research aims to analyze business feasibility conditions from non-financial and financial aspects, the results will be used as a reference for recommendations in business development. The approach used is the Decision Support System (DSS). The results of the legal aspect analysis show that the company can be said to be viable because the company has a Home Industry Food Certificate (PIRT), Trading Business License (SIUP), NPWP, Business Identification Number (NIB) and a Halal certificate. Marketing Aspects, Environmental Aspects, Management Aspects and Human Resources are stated at a medium feasibility level with yellow illustrations. Meanwhile, the Production Aspect is stated at a high level of feasibility with a green illustration. In the financial aspect, the analysis consists of BEP quantity of 12,128.50, BEP of sales of IDR 53,023,875.75, BCR of 1.45, Payback Period of 1.17, NPV of IDR 882,376,687.79, PI of 6.75, IRR amounting to 54.92 and overall shows it is in decent condition. Based on the results of the analysis of the UMKM Decision Support System (DSS) approach v.2.0, it shows that the overall performance assessment in each aspect states that UD Navisa is worthy of development.*

**Key Words :** *Business development, UD Navisa, Decision Support System (DSS).*