

ANALISIS PENGEMBANGAN USAHA KERIPIK SINGKONG PADA
USAHA GAZAL MAKMUR KOTAANYAR PROBOLINGGO
DENGAN MENGGUNAKAN PENDEKATAN *DECISION SUPPORT SYSTEM* (DSS)

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ABSTRACT

Gazal Makmur Business is a business that produces cassava chips located in Kotaanyar Village, Kotaanyar District, Probolinggo Regency. This research aims to identify and analyze financial and non-financial aspects. The analysis used is the decision support system (DSS) version 2.0 decision support system. The results of research on legal aspects include complete business legality, including Home Industry Numbering (P-IRT) No. 2.15.3513.01.280.24, Micro and Small Business Permit With No. 518/2//IUMK/42.623/2016, Taxpayer Identification Number (NPWP) No. 92.504.384.6.625.000, as well as an email address namely fitriadidin2000@gmail.com so that the business is worthy of development. The results of the marketing, HRM and environmental aspects based on the scoring output show that overall it is in a position worthy of development/feasible with a yellow illustration of moderate feasibility. The results of the production aspect based on the scoring output show that the overall performance of the production aspect is in a position worthy of being developed/feasible with a green illustration of high feasibility. In the financial aspect, it can be seen from the results of the BEP quantity of 1.651,88, BEP of sales of 13.358.984,60, BCR of 3,49, PP of 1,04, NPV of 1.133.558.688,89, PI of 9,55 and IRR of 57,14 which is at a decent level. Based on the results of the analysis of the decision support System (DSS) version 2.0 approach, it shows that the overall performance assessment of each aspect of the Gazal Makmur micro business is at a feasible/feasible level.

Keywords: Decision Support System, Development, Gazal Makmur Business