

Feasibility Study of Corn Noodle Snack Zeamie Development Business for
Women Farmers Group UD Bunga Anggrek, Saronggi District Sumenep Regency

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ABSTRACT

UD Bunga Anggrek Women Farmers Group, located in Kebundadap Barat Village, Saronggi District, Sumenep Regency. This research aims to design business development for corn noodle snack Zeamie at UD Bunga Anggrek Women Farmers Group. The design in this study is descriptive with an expert system method. The data used are primary data and secondary data. The data analysis technique used is DSS UMKM version 2.0 software with analysis models including legal aspects, marketing aspects, production aspects, management and human resources aspects, environmental aspects, and financial aspects. The results of this research indicate priority improvements that need to be made by the company, namely; (1) legal aspect, updating business permits on time; (2) marketing aspect, mastering the market to determine prices and attract consumers; (3) production aspect, improving product quality and adding products to increase revenue; (4) MSDM aspect, financial and marketing management systems need to be improved; (5) environmental aspect, creating positive attractiveness to consumers; (6) financial aspects, detailed and granular data collection in the finance department.

Keywords: UD Bunga Anggrek Women Farmers Group, Decision Support System Version 2.0 (DSS v 2.0), Corn Noodle Snack Zeamie