

**Analisis Pengembangan Usaha Agroindustri Tahu Pada UD. Al-Jaliil Dengan Menggunakan Pendekatan Decision Support System (DSS) di Kecamatan Arjasa Kabupaten Jember**

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**ABSTRACT**

*UD. Al-Jaliil is a tofu agroindustry business located in Kopang Krajan RT 01/RW 01, Darsono Village, Arjasa District, Jember Regency. This tofu industry UD. Al-Jaliil has been established since October 2012 until now count 11 years. The purpose of this study is to analysis and provide suggestions for improving problems in legal aspects, marketing aspects, productions aspects, management and human resources aspects, environmental aspects and financial aspects. In this research, the approach used is DSS version 2.0 software to provide suggestions for company improvement. Data collection procedures in this study used primary data and secondary data. Based on the result of the research conducted, it is obtained that the analyze of legal aspects at the medium feasibility level, the company needs to complete the legality to support business continuity. In the aspects of marketing, production, management and human resources and the environment are stated at a medium feasibility level and feasible to develop with yellow colours illustrations. In the financial aspects based on the research results, the BEP Quantity value is 56.512,77, the BEP Sales value is 66.774.989,44, the BCR value is 1,49, the payback period value is 1,09, the NPV value is 1.850.669.582,57, the PI value is 11,50 and the IRR value is 56,97 which is at the feasibility level. So, it can be concluded based on the results of analysis at non-financial and financial aspects of tofu agroindustry UD. Al-Jaliil business is feasible to develop.*

**Keywords:** *tofu agroindustry UD. Al-Jaliil, feasibility, development, decision support sysytem*