

***Analysis of Tofu Agroindustry Business Development at UD. Saudara Jaya
Jember Regency With Decision Support System Approach***

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ABSTRACK

UD. Saudara Jaya is one of the agroindustry businesses of raw tofu and fried tofu located on Jl. Teratai XVI No. 12 RT. 02 RW. 06 Gebang Village, Patrang District, Jember Regency. This business has been established since 2000, but is currently experiencing various problems. This research was conducted with the aim of recommending business development based on the results of business feasibility analysis using the Decision Support System method. DSS output shows that the legal aspect has a business license but does not yet have P-IRT. Marketing, production, management and human resources, and environmental aspects are stated at a moderate level of feasibility illustrated in yellow. In financial aspects consisting of quantity BEP of 37,077.07 sales BEP of Rp. 296,427,485.66; BCR of 1.52; Payback Period of 1.40; NPV of Rp. 2,306,237,205.00; PI of 26,39; and IRR of 57.20%; are at a level worthy of development. Based on the results of the analysis using DSS UMKM Version 2.0 software, it shows that the performance assessment of each aspect of UD. Saudara Jaya is declared feasible to develop.

Key Words: *Business Development, Tofu Agroindustry, Decision Support System*