

**ANALISIS PENGEMBANGAN USAHA AGROINDUSTRI
TING-TING JAHE PADA UD FAJAR JAYA KABUPATEN
PROBOLINGGO DENGAN METODE PENDEKATAN *DECISION
SUPPORT SYSTEM (DSS)***

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ABSTRACT

UD. Fajar Jaya is one of the industries that produces dry and wet snacks where the main product with the highest demand is ginger ting-ting. Located in Gunggungan Lor Village, Pakuniran District, Probolinggo, this business was founded in 2010 by Mr. Mahbub. This study aims to identify and analyze non-financial and financial aspects of UD. Fajar Jaya, the results of which can be used as a reference to recommend improvement strategies in efforts to develop this business. The approach used in this study is the Decision Support System (DSS) method using DSS version 2.0 software. The results of the analysis show that in terms of legal aspects the company is said to be feasible with a high level of feasibility because the company has complete permits, including SIUP, P-IRT, IUMK, NPWP, and health permits. Environmental aspects show that the company is in a feasible condition with a high level of feasibility. Marketing, production and human resource management aspects show that all are in a feasible position to be developed with a moderate level of feasibility. In the financial aspect, reviewed from the results of the BEP quantity of 4,104.62, BEP sales of 42,351,887.66, BCR of 1.17, PP obtained of 9.16, NPV of 12,031,530.13, PI of 1.12 and IRR of 34.85 which shows that all financial aspects are in a feasible condition. Based on the overall results of the analysis of the Decision Support System (DSS) approach for UMKM version 2.0, it shows that UD. Fajar Jaya is in a feasible condition to be developed.

Keywords : *Decision Support System (DSS), Business Development, Ginger Ting-ting Processing*