

***Feasibility Analysis of Developing the Cocoa Agro-Industry Business
"Glen Choco", Kendeng Lembu PTPN 12 Banyuwangi Regency Using
the Decision Support System (DSS) Approach***

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ABSTRACT

Cocoa agroindustry is one of the industries that has the potential to be developed and has quite good prospects for the future, one of which is the Cocoa Agroindustry Business. This Cocoa Agroindustry business also provides educational facilities for the community to introduce the procedures for cultivating plants and the process of processing cocoa beans into a product, located at Doesoen Kakao, Kendeng Lembu, Karangharjo, Glenmore, Banyuwangi Regency, East Java. 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 Trading Business License (SIUP) No. 503/2684.A/4367,7.17/2020, Taxpayer Identification Number (NPWP) No. 1061 136 6 627, as well as an email address namely 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 illustrations in yellow and green with medium and high feasibility. The results of the production aspect based on the scoring output show that the performance of the production aspect as a whole is in a position worthy of being developed/feasible with a yellow illustration of medium feasibility. In the financial aspect, it can be seen from the results of BEP quantity of 295.91, BEP of sales of 7,816,570.23, BCR of 3.38, PP of 1.73, NPV of 1,468,143,330.52, PI of 6.06 and IRR amounting to 57.75 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 for each aspect of the Cocoa Agro-Industry Business is at a feasible/feasible level.

Keywords: Decision Support System, Development, cocoa agro-industry business