

**ANALISIS KELAYAKAN PENGEMBANGAN USAHA AGROINDUSTRI  
TAPE KEMBANG MADU DI UD ELZA PUTRA FOOD DENGAN  
PENDEKATAN *DECISION SUPPORT SYSTEM*(DSS)  
DI KABUPATEN JEMBER**

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***ABSTRACT***

*UD. Elza Putra Food is a manufacturing company tape and various traditional products bolu kering, bagiak, suwar suwir, lidah kucing, bidaran. This company was founded in 2007 and located at Jl. Kaca Piring Gebang Permai Blok P/5, Kabupaten Jember. UD. Elza Putra Food t has a P-IRT number of P-IRT No. 3153509047151-24. The existing problem is the emergence of new competitors with similar products and the production equipment is still simple. This research aims to identify the feasibility of developing the Tape Singkong Kembang Madu business based on legal, marketing, technical, management and human resources, environmental, and financial aspects. The approach used in this research is an Expert System, a research approach that uses analysis to solve various problems by utilizing interviews with experts or practitioners who have expertise in their fields. The results of the analysis show that the marketing, production, human resource management, and environmental aspects are at a moderate feasibility level (yellow color), meaning they are feasible to develop. From the financial performance analysis, Tape Kembang Madu UD. Elza Putra Food has a Benefit Cost Ratio (BCR) of 3.49, a payback period (PP) of 2.16 years, a Profit Index (PI) of 3.11, a Net Present Value (NPV) of Rp4,332,197,819.22, and an Internal Rate of Return (IRR) of 59.01% with a discount rate of 15%. These results indicate the feasibility of business development. The Decision Support System (DSS) version 2.0 assessment concludes that the Tape Kembang Madu agro-industry at UD. Elza Putra Food is overall feasible for development.*

*Keywords: Decision Support System (DSS), Development, Feasibility, UD Elza Putra Food*