

**BUSINESS DEVELOPMENT OF AGROINDUSTRY
HALTE MBAKO CANDINEGORO IN SIDOARJO REGENCY USING A
DECISION SUPPORT SYSTEM (DSS)**

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ABSTRACT

Halte Mbako Candinegoro is a store that offers various types of Nusantara hand-rolled tobacco with different flavors and aromas. This business is located in Candidermo Hamlet, Candinegoro Village, Wonoayu District, Sidoarjo Regency, and has been operating since May 26, 2020. This study aims to identify and analyze financial and non-financial aspects. The analysis was conducted using the Decision Support System UMKM version 2.0 software. The research findings show that, from a legal perspective, the business possesses a Business Identification Number (NIB) 2810210035234, making it eligible for further development. The marketing, human resource management (HRM), and environmental aspects were analyzed using scoring output, which indicated a moderate feasibility level with a yellow rating. Meanwhile, the production aspect analysis, based on scoring output, demonstrated a high feasibility level with a green rating. In terms of financial aspects, the business was deemed feasible based on several indicators: a Break-Even Point (BEP) of IDR 117,431,221.70, a Benefit-Cost Ratio (BCR) of 1.22, a Payback Period (PP) of 3.53 years, a Net Present Value (NPV) of IDR 213,940,504.37, a Profitability Index (PI) of 2.42, and an Internal Rate of Return (IRR) of 46.86%. Based on the analysis conducted using the Decision Support System UMKM version 2.0, the evaluation of all aspects of Halte Mbako Candinegoro indicates that the business is feasible for further development.

Keyword: *Business Development, Halte Mbako Candinegoro, Decision Support System*