

Analysis of the Development of the Cassava Chips Agroindustry Business at UD Jutahau Banyuwangi with the Decision Support System (DSS) Approach

*Paramita Andini, S.ST., M.ST as Supervisor
Andi Muhammad Ismail, S.ST., M.Si as Discussant*

Adelia Soffianita
Agroindustry Management Study Program
Agribusiness Management Department

ABSTRACT

UD Jutahau is one of the agroindustry businesses engaged in the production, distribution and sales of cassava chips. UD Jutahau is located in Dusun Polean, RT 01/RW 02, Tamansari Village, Tegalsari District, Banyuwangi Regency. The business was established in 2018. The purpose of this study is to analyze business development based on non-financial and financial aspects and to provide recommendations for business development based on the results of a feasibility analysis using the Decision Support System (DSS) software tool. The results of the analysis on the legal aspect already have a business license but are not complete, namely they do not have a Company Registration Certificate (TDP). Overall, the production and environmental aspects are stated at a high level of feasibility illustrated in green. The marketing and human resource aspects are stated at a moderate level of feasibility, illustrated in yellow. The financial aspects consisting of BEP quantity of 2.622,95; BEP sales of 34.662.375,73; BCR of 1,51; Payback Period 4,31; NPV of 176.924.196,14; PI of 2,64 and IRR of 51,54%; so that the financial aspect is at a level that is feasible to be developed. Based on the results of the analysis using DSS UMKM software version 2.0, it shows that the performance assessment of each aspect of the business at UD Jutahau is stated to be feasible to be developed.

Keywords: *Business Development, Cassava Chips, Decision Support System.*