

**Feasibility Analysis of the Business Development of Bubur Ayam Jakarta
Mbak Dewi in Gresik with a DSS (Decision Support System) Approach**
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ABSTRACT

Bubur Ayam Jakarta Mbak Dewi was a home-based business that sold Bubur Ayam Jakarta products, located in Alam Singgasana Housing Block B/39, RT 02 RW 05, Cerme District, Gresik Regency. This business was established in 2023 and has been operating until now. Bubur Ayam Jakarta Mbak Dewi business faced several problems, such as a lack of labor, a fairly long production time, and the use of conventional technology in the overall manufacturing process. These issues hampered operational performance and hindered business development efforts. The purpose of this study was to review the feasibility of the business from both non-financial and financial perspectives, with the outputs serving as references for recommending business improvements and development. The approach used was a Decision Support System (DSS). The results of the legal aspect analysis showed that the business was not feasible because it lacked any business legality documents. The management and human resources aspects were also deemed not feasible, being at a low level of feasibility and illustrated in red. Meanwhile, the marketing, production, and environmental aspects were considered feasible. The marketing aspect was at a medium level of feasibility and illustrated in yellow, while the production and environmental aspects were at a high level of feasibility and illustrated in green. The financial aspect analysis showed an NPV value of Rp 344.520.534, a Net B/C Ratio of 1.88 (>1), an IRR of 49.25% (above the interest rate of 15%), a Payback Period of 2.30 years, and a PI of 2,32 (>1), all of which indicated that the business was in a feasible condition. Based on the analysis using the Decision Support System (DSS) approach, the overall performance assessment of both non-financial and financial aspects concluded that the Bubur Ayam Jakarta Mbak Dewi business was feasible.

Keywords: *Development, Bubur Ayam Jakarta, Feasibility, Performance Analysis, Decision Support System*