

**DEVELOPMENT OF CRISPY TAPE AGROINDUSTRY BUSINESS AT UD.
GEHAELFOOD, BONDOWOSO DISTRICT WITH THE DECISION
SUPPORT SYSTEM (DSS)**

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ABSTRACT

UD. GehaelFood is one of the companies that produces crispy tape located at Jl. Letnan Rantam, Poncogati Village, Bondowoso Regency. It has been established since June 19, 2019 until now. This study aims to analyze the performance of financial and non-financial aspects at UD. Gehaelfood and recommend improvement strategies that can be carried out at UD. Gehaelfood Business development efforts based on the results of the DSS UMKM v.2.0 analysis. The results of the study indicate that in terms of legal aspects, the company is at a feasible level because the legality of the business is complete. The Production Aspect shows a moderate level of feasibility. The Management and Human Resources Aspects and the Environmental Aspect are at a high level of feasibility. The Marketing Aspect shows that the company is in a feasible condition with a moderate level of feasibility. In the financial aspect consisting of BEP Quantity analysis of 3,716.64, BEP Sales of 62,427,440.69, BCR of 1.88 Payback Period of 9.57 NPV of 779,815,243.67 PI of 1.49, IRR of 52.50 so that the financial aspect is at a level that is feasible to be developed. Based on the results of the analysis with the Decision Support System (DSS) UMKM version 2.0 approach, it shows that UD. Gehaelfood is in a condition that is feasible to be developed.

Keywords: *Business development, Decision Support System, Crispy tape, UD. GehaelFood*