

***ANALYSIS OF AGROINDUSTRIAL BUSINESS DEVELOPMENT OF TAPE
PROL AT UD SUMBER MADU JEMBER REGENCY USING
DECISION SUPPORT SYSTEM (DSS) APPROACH***

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ABSTRACT

UD Sumber Madu is a business engaged in food processing based on cassava tape, with prol tape as its main product. This business is located at Jl. Gajah Mada No. 103, Jember Kidul Village, Kaliwates District and has been established since 1986. This research aims to provide business development recommendations based on feasibility analysis results using a Decision Support System (DSS) approach. The DSS results indicate that in the legal aspect, UD Sumber Madu already has business licenses including NPWP, NIB, and PIRT. The marketing, production, management and human resources, and environmental aspects are stated to be at a moderate feasibility level illustrated by yellow color, meaning they are feasible for development. Meanwhile, the financial aspect shows results that are feasible for development, with a quantity BEP value of 17,165.90 and a sales BEP of Rp 261,702,629.68. Other values include a BCR of 2.29, Payback Period of 2.12, NPV of Rp 2,589,212,889.63, PI of 28.54, and IRR of 57.91%. Based on the analysis results through DSS UMKM Version 2.0 software, the performance assessment of each business aspect of UD Sumber Madu overall is declared feasible for development.

Key Words : *Decision Support System (DSS), Business Development, Feasibility, UD Sumber Madu*