

**PENGEMBANGAN USAHA AGROINDUSTRI KERIPIK
NANGKA PADA UD MATRIX JAYA JEMBER DENGAN
PENDEKATAN *DECISION SUPPORT SYSTEM***

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ABSTRACT

UD Matrix Jaya is a culinary company that processes agroindustrial products, located on Jl. Letjend Sutoyo, Kebonsari, Jember. Established in 2014, this company has the potential to grow, but still faces several obstacles. This research aims to analyze business feasibility from non-financial and financial aspects and formulate development strategies using the Decision Support System (DSS) approach. The results of the analysis show that the legal aspect is at a moderate level of feasibility because it only has a Business Identification Number (NIB) and Food for the Household Industry (P-IRT). The marketing aspect is at a high level of feasibility. In terms of production, feasibility is at a moderate level. Meanwhile, the management and human resources aspects are still low. The environmental aspect is in the medium category. From a financial perspective, this business is considered worthy of development. Overall, the results of the analysis using the DSS method show that UD Matrix Jaya deserves further development. The business development strategy is focused on improving management aspects, improving the quality of human resources, and optimizing production and marketing to support sustainable business growth.

Key Words : *Business Development, Agroindustrial Product Processing, Decision Support System*