

**DEVELOPMENT OF RENGGINANG AGROINDUSTRY BUSINESS AT
UD TIGA BINTANG IN SITUBONDO REGENCY
WITH DECISION SUPPORT SYSTEM (DSS) APPROACH**
Supervisor: Wenny Dhamayanthi S.E., M.Si

Desta Andre Ramadhani
*Agroindustry Management Study Program,
Department of Agribusiness Management*

ABSTRACT

UD Tiga Bintang is a rengginang agro-industry business that has been established since 2000 under the ownership of Mrs. Hartatik and is now managed by her son, Rico Firmansyah. The product produced is in the form of a flat circle with variants of fish, shrimp paste, onion, and shrimp flavors. This research aims to analyze the performance of UD Tiga Bintang from the aspects of legal, marketing, management and human resources, environment, and finance, as well as provide development recommendations based on the Decision Support System (DSS). The method used is quantitative descriptive research with an expert system approach. The results of the analysis showed that the legal aspect was at a moderate level of feasibility, with the fulfillment of some legality requirements (P-IRT, NPWP, and UD status). The production aspect is considered very feasible, while the marketing, management and human resources, and environmental aspects show a moderate level of feasibility. In the financial aspect, the analysis showed decent results with a BEP value of 924.21 units, BEP sales of IDR 15,282,916.83, as well as BCR, Payback Period, NPV, PI, and IRR indicators that support financial feasibility. Overall, the DSS MSME version 2.0 approach concludes that UD Tiga Bintang is in a suitable condition for further development.

Keywords: *Business development, Agroindustry Business, Rengginang, Decision Support System (DSS), UD Tiga Bintang.*