

***ANALYSIS OF ROBUSTA GROUND COFFEE BUSINESS
DEVELOPMENT AT BEDHAG KOPI, JEMBER REGENCY
USING A DECISION SUPPORT SYSTEM (DSS) APPROACH***

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ABSTRACT

Bedhag Kopi business is one of the UMKM that produces packaged ground coffee in Jember Regency. The purpose of this research is to assess the feasibility and development of UMKM Bedhag Kopi through legal, production, marketing, management and human resources and financial aspects. The approach used is a decision system DSS (Decision Support System) version 2.0. The legal aspect is declared feasible because it has complete legal legality in the form of NIB (Business Identification Number) with the number 2704220009418, SKU (Business Certificate) numbered 518/4942/410/2017, Small Industry Business License with the number 503/A.1/IUI.B/0041/35.09.325/2019 and NPWP numbered 53.168.410.8-626.000. The environmental aspect is declared feasible with a green color illustration that has a high level of feasibility. Production, marketing, and human resource management aspects are declared feasible with yellow color illustrations, which are at a moderate level of feasibility. The financial aspects are reviewed from the quantity BEP of 2,995.67, sales BEP of 48,302,745.90, BCR of 1.80, Payback period of 6.01, NPV of 1,483,142,177.83, PI of 2.65, IRR of 52.84 which are at a feasible level. So from all financial and non-financial aspects, the conclusion is that except for legal aspects, all aspects are in a position that is feasible for business development.

Keywords: Decisiom Support System, Development, UMKM Bedhag Kopi