

# ***ANALYSIS OF THE DEVELOPMENT OF THE HOME INDUSTRY OF PIA TAPE SYAM USING THE DECISION SUPPORT SYSTEM (DSS) APPROACH IN JEMBER DISTRICT***

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## ***ABSTRACT***

*UMKM such as Home Industry Pia Tape Syam in Jember Regency have great potential in developing processed products made from tape. However, challenges such as limited technology, lack of manpower, and unstructured financial records are the main obstacles in increasing business competitiveness. This study aims to analyze the feasibility of the Pia Tape Syam business based on legal, marketing, production, management and human resources, environmental, and financial aspects, using the Decision Support System (DSS) UMKM version 2.0 approach. The method used is quantitative descriptive with a purposive inspecting technique for business owners. The results of the study indicate that from a non-financial aspect, the environmental and production aspects are at a high level of feasibility, while the legal, marketing, and management/HR aspects are at a moderate to low level of feasibility. Meanwhile, from a financial aspect, this business is declared very feasible with an NPV value of IDR 246.807.083,26, an IRR of 48,72%, a BCR of 1.75, and a payback period of 4 years. Development recommendations are directed at improving business legality, production efficiency through technology, computerized promotion strategies, and organizational management and HR training. Thus, the DSS approach has proven effective in evaluating and providing development direction for MSMEs such as Pia Tape Syam.*

**Keywords :** *Pia Tape Syam, UMKM, Decision Support System (DSS), business feasibility, business development.*