

**Feasibility Analysis Of The Business Development Of Kuping Gajah
Qonjamadu In Sidoarjo With Application *Decision Support System* (DSS)**
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ABSTRACT

Qonjamadu was an micro small and medium (MSME) which operated in the agroindustry sector that processing snack, especially elephant ear products. MSME Qonjamadu faced problems with the product permit; labor skills; marketing; consistency of product forms; and financial recording. This research was both quantitative and qualitative using the expert system method. The purpose of this study was to analyze Qonjamadu business feasibility based on financial and non-financial aspects, as a basis for recommending an increase in business development. The data was processed using the DSS (Decision Support System) MSME version 2.0 application. Based on the study of the legal, marketing, production, and management and human resources aspects, MSME Qonjamadu was declared feasible in the middle category, while the environmental aspect showed a high level of feasibility. The analysis of the financial aspect included B/C Ratio of 3,42; NPV of Rp 982.018.986,94; IRR of 56,81%; a Payback Period of 1,82 year and a PI of 3,59. Based on the data that had been analyzed, it was concluded that the financial and non-financial aspects of MSME Qonjamadu feasible.

Keywords: *feasibility; development; DSS; MSME*