

ANALYSIS OF SHRIMP PASTE BUSINESS DEVELOPMENT AT UDI MINA PANGAN PUGER IN JEMBER DISTRICT WITH *DECISION SUPPORT SYSTEM* (DSS)

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ABSTRACT

*Jember Regency is famous for its shrimp paste, with one of the producers of seafood processing products on a household scale in Puger Kulon Village, Puger District, namely Udi Mina Pangan which is one of the shrimp paste production industries. Shrimp paste (*Acetes indicus*) is a fermented shrimp product. One of the shrimp paste producers in Jember Regency is Udi Mina Pangan which is located at Jl. Kartosanjoyo, Puger Kulon Village, Puger District, Jember Regency, East Java. This business has been established since 2000, founded by Mrs. Hj. Sami, then continued by her daughter, Mrs. Salimah, who is also the second generation successor of this business until now. This business only has one type of product, namely shrimp paste. This study aims to provide recommendations for business development based on the results of a feasibility analysis using the Decision Support System (DSS) approach, with a quantitative descriptive method. The results of the analysis of the overall performance score output obtained by the Udi Mina Pangan shrimp paste agro-industry business through the Decision Support System (DSS) software, that in the non-financial aspects consisting of marketing, production, and environmental aspects, this business is in the feasible category to be developed (feasible) with a moderate feasibility level, while for the legal aspect and management and human resource aspects, it is at the level of not yet feasible to be developed (infeasible), in the financial aspect analysis that has been reviewed from several calculation analyses such as the Break Event Point (BEP) Quantity and Sales analysis, Benefit Cost Ratio (BCR), Payback Period (PP), Net Present Value (NPV), Probability Index (PI), and Internal Rate of Return (IRR), this business is in the feasible category to be developed (feasible).*

Keywords: *Shrimp Paste Agroindustry, Decision Support System (DSS), Udi Mina Pangan*