

**The Improving Of Cracker Agroindustry Business UD. Barokah Jember
Based On *Decision Support System* (DSS)**

Putri Isnaini Lubis

Agroindustry Management Study Program
Departement of Agribusiness Management

ABSTRACT

This research is a descriptive study where research describes a method by recording, describing, analyzing and interpreting the conditions that occurred in UD Barokah. The sampling technique used in this study using the expert system method. The research instrument was conducted with a questionnaire that was open and closed and then the results of the questionnaire were recorded in the book. The procedure for collecting data is based on primary and secondary data sources. The purpose of this study is to determine the condition of legal aspects, marketing aspects, production aspects, management aspects and human resources, environmental aspects and financial aspects of cracker agroindustry in UD Barokah and can choose which priority should be prioritized from these aspects by using the Decision Support System analysis techniques. This system can facilitate the decision making process for every business activity in UD Barokah's business development.

Keywords: development, decision, support, system