

***System Modeling cassava fermentation marketing in UD. SARI MADU district  
Jember***

**Halifatur Rohmaniah**

*Agroindustry Managemen Study Program  
Agribusiness Management Department*

***ABSTRACT***

*Determination of the location of this research is done intentionally (purposive) that is ini district of jember samples taken in UD. SARI MADU district jember. Purposive sampling is one method of determining the sample in which the sample is chosen deliberately. This research is a descriptive study that aims to describe something by describing, record, analyze, and interpret what happens to a system of rubber production. The method used is the method of expert system, the method of analysis for the structure of a problem and a decision on an alternative, by conducting interviews. then the result is modeled using a systems approach with the help of software version powersim constructor 2:51. the results of this study (a) factors, that shape cassava fermentation marketing system at UD. SARI MADU district Jember, among others: stock cassava fermentation sales revenue cassava fermentation, and profit. (b) based on the results of that research in System Modeling cassava fermentation marketing in UD. SARI MADU district Jember in the implementation of the optimistic scenario, moderate and pessimistic rubber production is constantly increasing.*

*Keywords:* *System Modeling cassava fermentation marketing.*