

**BUSINESS DEVELOPMENT OF AR RAUDHOH BAKERY USING A
DECISION SUPPORT SYSTEM (DSS) APPROACH
IN JEMBER REGENCY**

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ABSTRACT

Ar Raudhoh Bakery is a home-based small enterprise that produces bakery products located at Jl. Kenanga No. 156, Gebang, Patrang District, Jember Regency, East Java Province. The purpose of this study is to assess the feasibility and development potential of Ar Raudhoh Bakery through the analysis of legal, production, marketing, management and human resource, and financial aspects. The approach used in this research is the Decision Support System (DSS) version 2.0. The legal aspect is considered not fully feasible due to the absence of legal documents such as the Taxpayer Identification Number (NPWP). The environmental aspect is feasible with a high level of feasibility (illustrated in green). The production and marketing aspects are categorized as moderately feasible (illustrated in yellow). The financial aspect analysis shows that the business is feasible, with BEP quantity of 10,212.86 units, BEP sales of Rp13,026,247.13, BCR of 6.24, Payback Period of 5.13 years, NPV of Rp660,276,568.92, PI of 2.47, and IRR of 51.70%. Based on the overall analysis of financial and non-financial aspects, it can be concluded that all aspects are feasible for business development except for the management and human resource aspect, which still requires improvement.

Keywords: Business Development, *Decision Support System*, Ar Raudhoh Bakery