

**Pengembangan Usaha Agroindustri Kacang Oven UD Seputih Jaya Jember
Dengan Pendekatan *Decision Support System***
(*Agroindustry Business Development Nuts Oven UD Seputih Jaya in Jember with
Decision Support System Approach*)

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ABSTRACT

Research aims to design agro-business development UD Seputih Jaya as to improve competitiveness, held from September 1st until November 30th, 2015 in the UD Seputih Jaya Jember company. This is a descriptive study design using expert systems. Using analytical techniques help DSS UMKM software version 2.0 with the analysis model legal aspects, marketing, aspects of the production, management and human resources, environmental aspects and financial aspects to design Decision Support System. The results obtained are doing business development through the provision of business license, a legal entity, certified food safety and halal food, increase the value of fresh products, involve insiders and dedicated external marketing, segmenting consumers by geography, using media promotion bulletins, blogs and media social, promotional fees incurred a maximum of every semester, the intensity of the campaign when the conditions of sale of the product down, providing facilities and infrastructure in accordance with the production capacity is needed, involving others in running the business, provide land cultivation of self-managed, creating good relationships to suppliers, increasing particular expertise in the company's workforce, and pay attention to the portion of the company's business debts.

Keywords: *Agroindustrial Beans Oven, Decision Support System (DSS), SMECDA*