

Pengembangan Usaha Agroindustri Terasi Udang UD Mita Jaya Puger Jember dengan Pendekatan *Decision Support System* (Business Development Agroindustry Shrimp Paste UD Mita Jaya Puger Jember Approach to Decision Support System)

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ABSTRACT

UD. Mita Jaya which is one of the agro-industrial enterprises that produce shrimp paste in Sub-Jember Puger with good quality. This research aims to design agro-industry business development Mita UD Jaya to improve competitiveness. This is a descriptive study design using expert systems. Mechanical analysis using software help SMEs DSS version 2.0 with the analysis model legal aspects, marketing, production aspects, human resources aspects, environmental aspects and financial aspects to design a Decision Support System. The results obtained are doing business development through the provision of tax letters, certificates of food safety and halal food, using internet media campaign, improve market segmentation, improve product packaging, product quality according to SNI, improve sanitation and higinietas, engage others in running a business, provide personal protective equipment (PPE), adding machines more sophisticated production, multiply the number of suppliers, maintain good relations with suppliers, enhance specific skills in the workforce, conduct financial records procedurally.

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