

## **The Development of Noni Agroindustry through Decision Support System Approach**

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### **ABSTRACT**

*Noni (Morinda citrifolia) is one of medicinal plants which in recent years is on demand from the agribusiness entrepreneurs, traditional medicine industries and scientists around the world. This study aims to design the development of agroindustry UD. ZAM to increase its competitiveness. The observation was conducted from 15 August to 30 October in UD. ZAM, Jember Regency. This is a descriptive study using expert system method. It uses software DSS UMKM version 2.0 in the analysis of law, marketing, production, human resource management, environmental, and financial aspects to design the Decision Support System. From the observation, it is recorded that UD. ZAM has completed the legal document package including Company Registration Certificate 13.07.5.47.25386, Business Trading License 503/0087/411/2015, Tax Identification Number 72.691.633.1-626.000, Industrial Business License 503/3212/411/2015, and P-IRT NO2133509103570-21. As the completion of these documents, UD. ZAM has been deemed as a legal entity. Until recently, the market certainty becomes the main consideration of the export orientation to elevate. However, the production performance shows the low feasibility upon the process of production. From the human resource aspect, UD. ZAM pays its employees above the Regional Minimum Wage. This is really helpful for the villagers to be financially independent and reduce the number of unemployment as well. The next is environmental aspect. This aspect reaches high feasibility rate because it is quite easy to get the raw materials. Besides, UD. ZAM is the only company processing noni within the area. The last one is financial aspect. The statistical results are including: The interest rate is up to 15%, Break Even Point (BEP) quantity is 25.833.87 and selling 261.397.03,77, Benefit Cost Ratio (BCR) reaches 2,35, payback period 1,23, Net Present Value (NPV) 18.066.137.185,78, Probability Index (PI) 11,28, and Internal Rate of Return (IRR) 56,44. Concerning on this data, hence, UD. ZAM is potentially developed.*

**Keywords:** *Noni Agroindustry, Decission Support Sysytem (DSS)*