

Business Development of UD Roti Said Jember Regency with a Decision Support System Approach

Wenny Dhamayanthi, S.E., M.Si as a Supervisor

Ridho Ramadhani

*Study Program of Agroindustry Management
Department of Agribusiness Management*

ABSTRACT

UD Roti Said is an agroindustrial business located on Jl. Soetomo No. 28, Kauman, Kaliwates, Jember. This study aims to analyze business development based on non-financial and financial aspects, as well as to provide development recommendations through a feasibility analysis using the DSS UMKM version 2.0 software. The method used in this research is the expert system method. The analysis results of nonfinancial aspect show that, from the legal aspect, the business has already obtained an official business license. Overall, the aspects of marketing, production, and environment are categorized as moderately feasible, while the aspect of human resource management is at a high level of feasibility. The financial aspect demonstrates strong feasibility with calculation results showing BEP quantity of 10,640.33 units; BEP sales of IDR 297,826,831.46; BCR of 1.21; PP of 9.52; NPV of IDR 402,240,337.73; PI of 1.45; and IRR of 57.54%. Thus, the analysis using DSS UMKM version 2.0 concludes that the business performance of UD Roti Said is feasible for further development.

Keywords: *Business Development, Decision Support System*