

**ANALISIS KELAYAKAN USAHA KERUPUK RAMBAK
PRODUKSI UD SPECIAL 1, JEMBER DENGAN
MENGUNAKAN PENDEKATAN
DECISION SUPPORT SYSTEM (DSS)**

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ABSTRACT

UD. Special 1 is located on Jalan Udang Windu, Mangli Village, Kaliwates District, Jember Regency. The product produced is in the form of rambak crackers which are the result of processing from dry cowhide. As for the capital of the business owner, Mrs. Novi Bayuningsih, in the form of inventory and cash. Although UD. Special 1 has the potential to develop a business to process dry cowhide into rambak crackers, but it has various problems. The approach used is the DSS (Decision Support System) version 2.0 decision support system. Two aspects are declared feasible at a high feasibility level with green illustrations on marketing and environmental aspects. Meanwhile, the other two aspects are declared feasible at the moderate feasibility level with yellow illustrations on aspects of management and human resources and aspects of production. In the legal aspect, it is found that the completeness of important documents for legality and business licensing is found. In the financial aspect, in terms of BEP, the quantity is 490,41, the sales BEP is Rp. 16.504.496,19, BCR of 1,74, Payback period of 2,18, NPV of Rp. 4.886.704.702,78, PI 17,25 and IRR 60,09 are at the appropriate level. Based on the analysis of the Decision Support System approach (DSS UMKM Ver. 2.0) shows that the performance appraisal on each aspect as a whole states UD. Special 1 deserve to be develope.

Kata Kunci : *Business development, UD. Special 1, Decision Support System (DSS).*