

***Development Of The Agroindustry Business Tape Cap "TIGA BINTANG" In
Bondowoso Regency Using The Decision Support System (DSS)***

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ABSTRACT

“Tiga Bintang” brand tape business is one of the tape producing businesses located in Bondowoso Regency. The purpose of this study is to assess the feasibility and development of the “Tiga Bintang” brand tape through financial, legal, production, marketing, environmental, and human resource management aspects. The approach used is the DSS (Decision Support System) version 2.0 decision support system. The legal aspect is declared feasible because it has a legal entity number, Taxpayer Identification Number (NPWP), Company Registration Certificate (TDP), Trade Business License (SIUP), Environmental aspects are declared feasible with a green illustration that has a high level of feasibility. Production, marketing, management, and human resource aspects are declared feasible with a yellow illustration, which is at a moderate level of feasibility. From a financial perspective, the BEP (Benefit Provisioning) quantity was 64,392.09, BEP (Benefit Provisioning) was 747,593,986.48, BCR (Benefit Provisioning) was 2.68, Payback Period was 2.09, NPV was 6,224,498,886.32, PI was 41.00, and IRR was 59.01, all within a reasonable range. All financial and non-financial aspects concluded that the business is in a suitable position for business development.

Keywords: *Decision Support System, Feasibility, Development, "TIGA BINTANG" Tape Cap Business*