

***FEASIBILITY ANALYSIS OF MACKEREL FISH CRACKER BUSINESS
DEVELOPMENT AT DUA KTRJ BERSAUDARA HOME INDUSTRY
MOJOKERTO REGENCY WITH A DECISION SUPPORT SYSTEM (DSS)***

APPROACH

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ABSTRACT

Home Industry Dua KTRJ Bersaudara is a mackerel fish cracker agroindustry located in Mojokerto Regency. This business has the potential to be developed, as indicated by the increase in production over the past few years. However, it still faces several challenges, such as fluctuations in raw material prices, limited production capacity, and business management that is not yet fully data-driven. This study aimed to analyze the feasibility of business development and determine business development alternatives using the Decision Support System (DSS) approach. The analysis was conducted using DSS UMKM v.2.0 software, which covers legal, marketing, production, management and human resources, environmental, and financial aspects. The results of the analysis showed that Home Industry Dua KTRJ Bersaudara was categorized as feasible for development. In the non-financial aspects, the feasibility level indicated conditions that support business development. In the financial aspect, the Break-Even Point (BEP) Quantity was 11.085,01 units, Sales BEP was Rp426.321.258,03, Benefit-Cost Ratio (BCR) was 1,45, Payback Period was 2,34 years, Net Present Value (NPV) was Rp4.045.208.538,35, Profitability Index (PI) was 6,32, and Internal Rate of Return (IRR) was 57,94%, indicating that the business is feasible for development. Based on the analysis using DSS UMKM v.2.0 software, Home Industry Dua KTRJ Bersaudara is recommended for further business development.

Keywords: *Decision Support System (DSS), Business Feasibility, Business Development, Mackerel Fish Crackers.*