

***Feasibility Analysis of the Development of Hj. Ariyatun Shrimp Paste Business in
Puger District Using the Decision Support System (DSS) Approach***
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ABSTRACT

Hj. Ariyatun Shrimp Paste Business is one of the micro-scale fishery product processing enterprises located in Puger District, Jember Regency, which has been established since 1970. This business has the potential to be further developed due to the abundant availability of rebon shrimp as raw material and relatively stable market demand. However, in its development process, several obstacles are still encountered, such as fluctuations in raw material availability, limited capital, and the absence of a systematic and objective business feasibility analysis. This study aims to determine the feasibility condition of Hj. Ariyatun Shrimp Paste Business from both non-financial and financial aspects, as well as to analyze business development using the Decision Support System (DSS) approach. The research method used was descriptive quantitative and qualitative methods. Data collection was carried out through observation, interviews, documentation, and questionnaires addressed to the business owner. Data analysis was conducted using the DSS UMKM 2.0 application by assessing legal, marketing, production, management and human resources, environmental, and financial aspects. In the non-financial aspect, the business shows good market potential, production processes that are still traditional yet effective, and is supported by long-term business experience. In the financial aspect, the business shows an NPV value of IDR 29,843,984.85, PI of 1.27, BCR of 1.13, PP of 9.53 years, sales BEP of IDR 53,456,342.28, and an IRR value of 38.05%, which is higher than the prevailing interest rate, indicating that the business is feasible to operate and further develop.

Keywords: *agroindustry, business development, business feasibility analysis, Decision Support System (DSS), shrimp paste.*