

***Feasibility Analysis of Business Development at UD Sejati Sale Pisang,
Banyuwangi Regency Using the Decision Support System (DSS) Approach***

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ABSTRACT

UD Sejati Sale Pisang is one of the businesses producing banana sale products located in Banyuwangi Regency. The purpose of this study was to assess the feasibility and business development of UD Sejati Sale Pisang through financial, legal, production, marketing, environmental, and human resource management aspects. The approach used was the Decision Support System (DSS) UMKM version 2.0. The legal aspect was declared feasible because the business possesses legal documents such as the Business Identification Number (NIB), Taxpayer Identification Number (NPWP), and Home Industry Food Production Certificate (P-IRT). The production aspect was declared feasible with a green illustration indicating a high level of feasibility. The marketing and environmental aspects were declared feasible with yellow illustrations, indicating a moderate level of feasibility. The management and human resource aspect was categorized at a low feasibility level. From a financial perspective, the BEP quantity was 405.12, sales BEP was 19,592,323.28, BCR was 17.39, Payback Period was 1.50, NPV was 6,185,642,279.38, PI was 10.33, and IRR was 63.32, all of which indicated that the business was feasible. Overall, the financial and non-financial aspects concluded that UD Sejati Sale Pisang is in a feasible position for business development.

Keywords: *Decision Support System, Feasibility, Development, UD Sejati Sale Pisang.*