

***ANALYSIS OF THE DEVELOPMENT OF THE SANG RAJA BANANA
CHIPS BUSINESS USING A DECISION SUPPORT SYSTEM APPROACH
(CASE STUDY AT UD RUMAH ORGANIK IN JEMBER REGENCY)***

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ABSTRACT

Sang Raja Banana Chips Business UD Rumah Organik is an agro-industrial business engaged in processing bananas into value-added banana chips products located in Jember Regency. This study aims to analyze the feasibility of business development based on non-financial and financial aspects and provide recommendations for business development using the Decision Support System (DSS) UMKM software version 2.0. The results of the analysis show that in non-financial aspects, namely Legal Aspects, Production Aspects, HR Aspects, Environmental Aspects, overall it is declared feasible to be developed. The financial aspects consist of BEP Quantity of 1,462.45 kg, BEP Sales of Rp13,409,939.26, BCR of 3.34, PP of 1.17, NPV of Rp4,037,506,642.29, PI of 16.67, IRR of 56.98%, so that the financial aspects of this business are declared feasible to be developed. Based on the results of the analysis using the DSS UMKM software version 2.0, the Sang Raja Banana Chips Business of UD Rumah Organik was declared feasible to be developed and has good prospects to support business sustainability in the future.

Keywords: *Business Feasibility, Business Development, Banana Chips, Decision Support System.*