

**FEASIBILITY ANALYSIS FOR THE DEVELOPMENT OF UD REJEKI
PUGER’S FISH CRACKERS BUSINESS USING A
DECISION SUPPORT SYSTEM (DSS) APPROACH**

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ABSTRACT

UD Rejeki is a fish cracker agroindustry business located in Puger District, Jember Regency. This business has the potential to be developed, as indicated by its production capacity and extensive market coverage. However, it still faces several challenges, including the absence of promotional activities, the use of traditional production technology, limited working capital, and the lack of a structured financial recording system. This study aims to analyse the feasibility of non-financial and financial aspects, and to provide business development recommendations using DSS UMKM version 2.0 software, which covers legal, marketing, production, human resource management, environmental, and financial aspects. The analysis results indicate that UD Rejeki is feasible for further development. In terms of non-financial aspects, business feasibility is supported by marketing, production, and environmental aspects, although improvements are still required in legal and human resource management aspects. For the financial aspects, the analysis generated a Break Even Point (BEP) Quantity of 153,80, a BEP Sales value of Rp 13.211.679,09, a Benefit Coast Ratio (BCR) of 6,09, a Payback Period (PP) of 5,56 years, a Net Present Value (NPV) of Rp 15.832.836.358,25, a Profitability Index (PI) of 153,72, and an Internal Rate of Return (IRR) of 62,33%. These results indicate that the business is financially feasible for development. Based on the analysis using DSS UMKM version 2.0 software, UD Rejeki is recommended for business development.

Keywords: *Fish Crackers, Business Fasibility, DSS UMKM, Business Development, UD Rejeki*