

**ANALYSIS OF THE FEASIBILITY OF DEVELOPING A SHRIMP PASTE
BUSINESS
WITH A DECISION SUPPORT SYSTEM APPROACH:
CASE STUDY AT UD AL-BAROKAH, PUGER DISTRICT, JEMBER
REGENCY**

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ABSTRACT

UD Al-Barokah is an agro-industrial business engaged in shrimp paste production in Puger District, Jember Regency. This study aims to examine the feasibility in the context of business development based on non-financial and financial aspects and to prepare business development recommendations using DSS UMKM version 2.0. The results of the study show that the legal aspect has been supported by the ownership of NIB and NPWP, but it still needs to be developed on the completeness of business legality. The production aspect is one of the business forces in supporting operational activities. The marketing aspect and the environmental aspect are in quite decent condition, but market share as well as segmentation and positioning still need to be improved. The management and human resources aspects are the factors that need the most attention because they still have the potential to hinder business development. The results of the financial analysis which include Break Even Point (BEP), Benefit Cost Ratio (BCR), Payback Period (PP), Net Present Value (NPV), Profitability Index (PI), and Internal Rate of Return (IRR) show that UD Al-Barokah's shrimp paste business is feasible to develop. The business development recommendations that are a priority for UD Al-Barokah are to strengthen the marketing aspect and the HR aspect. Marketing aspects in segmentation and positioning indicators as well as market share. In the aspect of MSDM by making improvements to the indicators of business forms and business profiles.

Keywords: *Feasibility Analysis, Business Development, Shrimp Paste, Decision Support System*