

***Feasibility Analysis And Business Development Of Dragon Fruit Agribusiness
Using A Decision Support System (DSS) Application At FBK Fruits Purwoharjo
Banyuwangi***

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ABSTRACT

FBK Fruits, located in Purwoharjo District, Banyuwangi Regency, is a business engaged in the marketing and distribution of dragon fruit. This study aimed to identify and analyze the non-financial and financial aspects of the business and to recommend business development strategies using the *Decision Support System* approach. DSS was employed as an alternative tool to evaluate business feasibility based on legal, marketing, production, management and human resources, environmental, and financial aspects. The results showed that the business had fulfilled the required legal requirements. The marketing, management and human resources, and environmental aspects were categorized as feasible for development with a moderate level of feasibility. In the production aspect, the business location and business technology indicators achieved a high feasibility level, while production facilities and equipment, labor, production processes, and production capacity still require improvement. The financial analysis resulted in a Break-Even Point (BEP) Quantity of 138,392.37, BEP Sales of IDR 2.416.752.304,30, a Benefit-Cost Ratio (BCR) of 1.48, a Payback Period (PP) of 1,73 years, a Net Present Value (NPV) of IDR 34.170.936.857,46, a Profitability Index (PI) of 22,99, and an Internal Rate of Return (IRR) of 58.28%, indicating that the business is feasible for further development. Overall, the DSS analysis indicated that FBK Fruits is feasible for development.

Keywords: dragon fruit agribusiness, Decision Support System, FBK Fruits.