

***DEVELOPMENT OF THE WHITE TOFU AGROINDUSTRY BUSINESS AT
UD TAHU BALAP 47 IN JEMBER REGENCY USING A DECISION
SUPPORT SYSTEM (DSS) APPROACH.***

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ABSTRACT

This study aims to analyze the development of the white tofu agroindustry at UD Tahu Balap 47 in Jember Regency using a Decision Support System (DSS) approach. The research method used is quantitative descriptive with a case study approach. The population in this study consists of all operational and management activities of UD Tahu Balap 47, while the research sample comprises the business owner and parties directly involved in the production, marketing, and financial management processes. The sampling technique used was purposive sampling, which involves selecting respondents based on their relevance to and knowledge of the research subject. Research instruments included interview guidelines, observation sheets, documentation, and a questionnaire developed based on the assessment indicators in the DSS UMKM v.2.0 software. The research results indicate that the analysis of non-financial aspects—including legal, marketing, production, management, human resources, and environmental aspects—falls into the “feasible” to “moderately feasible” categories for development, although there are still several aspects that need improvement, such as marketing innovation, financial record-keeping, and strengthening human resources management. In terms of financial aspects, the business was also deemed feasible for development based on the feasibility indicators used in the DSS. Thus, it can be concluded that UD Tahu Balap 47 has the potential for further development through improvements in non-financial aspects and the strengthening of sustainable business management.

Keywords : *UD. Tahu Balap 47, Decision Support System, Tahu putih*