

***BUSINESS DEVELOPMENT ANALYSIS OF BUMBUKU READY-TO-USE
SEASONING PRODUCTS IN GUMUKMAS DISTRICT, JEMBER REGENCY
USING A DECISION SUPPORT SYSTEM APPROACH***

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ABSTRACT

This study aimed to analyze the business feasibility of the BumbuKu ready-to-use seasoning product in Gumukmas District, Jember Regency, and to formulate business development recommendations using the Decision Support System (DSS) approach. This study employed a quantitative descriptive method with an expert system approach involving two experts, namely the owner of BumbuKu and an academic with expertise in business development. Data were collected through observation, interviews, documentation, and questionnaires, and were analyzed using the DSS UMKM v.2.0 application based on legal, marketing, production, management and human resources, environmental, and financial aspects. The results showed that the legal aspect of BumbuKu had not yet met the feasibility criteria because the business only possessed a Business Identification Number (NIB) and a Taxpayer Identification Number (NPWP), while the Home Industry Food Production Certificate (P-IRT) had not yet been obtained. Therefore, obtaining the P-IRT is necessary to ensure compliance with food business regulations. Furthermore, BumbuKu demonstrated good performance in terms of product and pricing, workforce, technology, production capacity, business location, and raw material availability. However, improvements are still required in promotion, distribution, market segmentation and positioning, production facilities, production processes, business profile, and compensation systems. The financial feasibility analysis indicated that the business is financially feasible for further development, with a Net Present Value (NPV) of IDR 13,049,142,276.94, a Benefit-Cost Ratio (BCR) of 3.90, a Profitability Index (PI) of 53.83, an Internal Rate of Return (IRR) of 61.85%, and a Payback Period (PP) of 3.74 years. Based on the DSS analysis, business development priorities should focus on strengthening business and product legality, improving marketing strategies, enhancing production facilities and processes, and reinforcing business management to increase competitiveness and ensure long-term business sustainability.

Keywords: *Agroindustry, Business Feasibility, DSS, Expert System, BumbuKu.*