

**ANALYSIS OF HERBAL PLANT BUSINESS DEVELOPMENT AND
RECOMMENDATIONS IN TANJUNG REJO VILLAGE, JEMBER
REGENCY, USING A DECISION SUPPORT SYSTEM (DSS) APPROACH**

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ABSTRACT

Yusron Herbamart is a herbal agroindustry enterprise located in Wuluhan District, Jember Regency. The business has considerable potential for further development, as indicated by its increasing production over the past few years. However, it continues to face several challenges, including suboptimal administrative management, fluctuations in raw material prices, limited production capacity, and business management practices that are not yet fully data-driven. This study aims to analyze the feasibility of business development and determine appropriate business development recommendations using a Decision Support System (DSS) approach. This research employed DSS UMKM version 2.0 software as a business feasibility analysis tool, covering legal, marketing, production, management and human resources, environmental, and financial aspects. The results indicate that Yusron Herbamart is feasible for further development. From the non-financial perspective, all assessment indicators demonstrate favorable conditions for business expansion. From the financial perspective, the analysis produced a Break-Even Point (BEP) quantity of 15.719,667 units, a sales BEP of IDR 467.779.103,67, a Benefit-Cost Ratio (BCR) of -2,95, a Payback Period (PP) of 9,18, a Net Present Value (NPV) of IDR 160.660.302,26, a Profitability Index (PI) of 1.17, and an Internal Rate of Return (IRR) of 48,21%. These financial indicators confirm that the business is financially feasible for further development. Based on the analysis conducted using DSS UMKM version 2.0 software, Yusron Herbamart is recommended to pursue business expansion in order to enhance its production capacity, competitiveness, and long-term sustainability.

Keywords: *Business Development, Business Feasibility, Decision Support System (DSS), Herbal Plants, Yusron Herbamart.*