

**FEASIBILITY ANALYSIS OF HONEY SOY MILK BUSINESS
DEVELOPMENT AT UD SEHAT SEJAHTERA BERSAMA USING A
DECISION SUPPORT SYSTEM (DSS) APPROACH IN JEMBER REGENCY**

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ABSTRACT

UD Sehat Sejahtera Bersama is a business based in Jember Regency that produces honey-flavored soy milk. The purpose of this study was to assess the feasibility and business development of UD Sehat Sejahtera Bersama through financial, legal, production, marketing, environmental, and human resource management aspects. The approach used was the Decision Support System (DSS) UMKM version 2.0. The legal aspect was declared feasible because the business possesses legal documents such as the Taxpayer Identification Number (NPWP), Home Industry Food Production Certificate (P-IRT) and Company Registration Certificate (TDP). The production, marketing and environmental aspects were declared feasible with yellow illustrations, indicating a moderate level of feasibility. Management and human resources aspects are rated as having a low level of adequacy, as indicated by the red color. From a financial perspective, the BEP quantity was 14,494.19, sales BEP was 14,494,192.80, BCR was 3.41, Payback Period was 1.65, NPV was 8,023,951,669.72, PI was 5.03, and IRR was 62.72, all of which indicated that the business was feasible. Overall, the financial and non-financial aspects concluded that UD Sehat Sejahtera Bersama is in a feasible position for business development.

Keywords: *Decision Support System, Feasibility, Development, UD Sehat Sejahtera Bersama.*