

**AGROINDUSTRY BUSINESS DEVELOPMENT OYSTER MUSHROOM UD
SENTRA JAMUR IN JEMBER WITH DECISION SUPPORT SYSTEM
APPROACH**

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ABSTRACT

Research aim to design agro-business development UD Sentra Jamur as to improve competitiveness, held from July until August 2020 in the UD Sentra Jamur Jember Company. This is a descriptive study design using expert system. Using analytical techniques help DSS UMKM software version 2.0 with the analysis model legal aspect, marketing, aspect of the production, management and human resources, environmental aspect and financial aspect to design decision support system. The result obtained are doing business development through the provision of business license, a legal entity, certified food safety and halal food, increase the value of fresh product, involve insiders and dedicated external marketing, segmenting consumers by geography, using promotion with social media, promotional fees incurred a maximum of every semester, the intensity of the campaign when the condition of sale of the product down, providing facilities and infrastructure in accordance with the production capacity is needed, involving others in running the business, creating good relationship to suppliers, increasing particular expertise in the company's workforce, and pay attention to the portion of the company's business debts.

Keywords: *Agroindustrial Oyster Mushroom, Decision Support System, Agro-Business Development*