

**ANALISIS KELAYAKAN PENGEMBANGAN USAHA AGROINDUSTRI
BOLU “RIZQI” GEBANG-JEMBER DENGAN PENDEKATAN *DECISION
SUPPORT SYSTEM (DSS)***

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ABSTRACT

Bolu Rizqi's agro-industry business is located at Jalan Cempaka 1 No. 17 Gebang Village, Patrang District, Jember Regency. The product produced by this business is dry sponge or cake klemben. The owner of this business is Mr. Zainul Arifin. The capital used to set up this business comes from personal capital, although this business has just been established, this business already has the potential to be developed. However, in carrying out this business many problems are encountered. The approach used is the DSS (Decision Support System) version 2.0 decision support system. Legal aspects found completeness of data No. Legal Entity P-IRT 2063509990250-1. Environmental aspects are declared eligible with green illustrations which are at a high level of feasibility. The production and marketing aspects are declared eligible with yellow illustrations which means they are at a moderate level of feasibility. While the aspects of Management and Human Resources are declared low feasibility with a red illustration which means they are at a low feasibility level. On the financial aspect, it is viewed from the BEP Quantity 3,756.49, BEP Sales 30,009,671.93. BCR is 1.23, Payback Period is 3.59, NPV is 291.745.311.46, PI is 8.39, and IRR is 57.15 which is at a decent level. Based on the results of the analysis of the Decision Support System (DSS UMKM version 2.0) approach, it shows that the performance assessment is in every aspect as a whole, stating that the Bolu Rizqi agro-industry business is feasible to be developed.

Keywords: Decision Support System, Appropriateness, Potential, Bolu Rizqi Business