

**The Analysis of Essential Oil Agroindustry Business Development at UD  
Barokah Atsiri Jember with Decision Support System Approach**

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**ABSTRACT**

UD Barokah Atsiri is one of the agroindustry producing essential oil processed from lemongrass plant situated in Rembangan Street RT 3/RW 3 Kemuning Lor Village, Arjasa District, Jember Regency. This business has been established since 2009 with 3,6 tons production capacity, but is now facing many problems. This research was aimed to recommend business development based on the result of business feasibility analysis using Decision Support System approach. The DSS output at law aspect shows that the completeness of business licenses and legality owned have completed but the extension has not been done yet. Marketing aspect, production, management and human resources, and environment are declared feasible at moderate level of feasibility with yellow-colored illustration. At finance aspect consists of Quantity BEP is in the amount of 793,35; The Marketing BEP is Rp 268.921.784,40; the BCR is 1,69; The *Payback Period* is 1,69; The NPV is Rp 5.186.962.919,58; dan The IRR is in the amount of 55,19% at feasible level. Based on the analysis result using DSS UMKM Version 2.0 Software shows that the performance assessment at every UD Barokah Atsiri business aspects overall are stated feasible to be developed.

**Key Words:** Business Development, UD Barokah Atsiri, Decision Support System