

The Analysis Of Raw Noodles Business Development Using Decision Support System Approach (Case Study At Mie Ujang Home Industry, Jember)

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ABSTRACT

Mie Ujang Home Industry is an agroindustry situated in Kaca Piring Street 3 Number 110, Gebang Tunggul, Patrang District, Jember Regency. This business produces four different products consist of regular-quality raw noodles, super-quality raw noodles, dumpling skin, and siomay skin. The development of this business is very fast every year, can be seen from the production quantity which can reach 750 kilograms per day. The potency of this business development is constrained by several problems. The approach used to give improvement and development recommendations is through Decision Support System. The analysis results show that the law aspect is on the feasible level, the production aspect is on the high feasibility level, while the three other aspects which are marketing aspect, management, and human resources and environment are on the moderate feasibility level. The financial performance analysis seen from Quantity BEP is 22.777, The Sales BEP is in the amount of Rp 296.096.514,42, The BCR is 1,47, The *Payback Period* is in the amount of 1,51, The NPV is Rp 5.576.506.298,16, The PI is 11,70 and The IRR is in the amount of 58,89% on the feasible level. Overall, Home Industry Mie Ujang performance is feasible to be developed.

Key words : Business Development, *Decision Support System*, Mie Ujang Home Industry