

Penerapan Fuzzy Simple Additive Weighting Untuk Penilaian Kinerja Brand Presenter Rokok Pada PT.HM Sampoerna Tbk

RANDY WIJAYA

(Pembimbing : Amiq Fahmi, S. Kom., M.Kom.)

Sistem Informasi - S1, FIK, Universitas Dian Nuswantoro

www.dinus.ac.id

Email : 112201304877@mhs.dinus.ac.id

ABSTRAK

Sistem pendukung keputusan (SPK) digunakan sebagai alat bantu bagi para pengambil keputusan untuk memperluas kapabilitas para pengambil keputusan, namun tidak untuk menggantikan penilaian para pengambil keputusan. Selama ini PT. HM Sampoerna Tbk, belum mempunyai Brand Presenter rokok dengan kompetensi yang memadai, ini dibuktikan dengan rendahnya produktivitas Brand Presenter rokok di lingkup PT. HM Sampoerna Tbk. Selama ini penilaian kinerja Brand Presenter rokok di PT. HM Sampoerna Tbk, belum dilaksanakan secara optimal terutama dalam menilai kinerja Brand Presenter rokok. Selama ini penilaian Brand Presenter rokok hanya ditentukan dari hasil kerjanya, belum ada kriteria penilaian yang jelas. Kriteria penilaian meliputi kriteria disiplin, berprestasi, komitmen pada organisasi, melayani, kerjasama dan proaktif dengan menggunakan metode Fuzzy SAW. Metode pengembangan sistem menggunakan Waterfall, implementasi dengan PHP dan MySQL. Hasil akhir dari penelitian ini adalah terciptanya sistem pendukung keputusan untuk menilai kinerja Brand Presenter rokok pada PT. HM Sampoerna Tbk dengan menggunakan metode Fuzzy SAW sehingga dapat menilai kinerja Brand Presenter rokok dengan efektif dan efisien

Kata Kunci : Kata Kunci : Brand Presenter, Fuzzy SAW, PT. HM Sampoerna Tbk, PHP, MySQL

Application of Fuzzy Simple Additive Weighting For Assessment Of Brand Presenter Performance Cigarettes At PT.HM Sampoerna Tbk

RANDY WIJAYA

(Lecturer : Amiq Fahmi, S. Kom., M.Kom.)

*Bachelor of Information System - S1, Faculty of Computer
Science, DINUS University*

www.dinus.ac.id

Email : 112201304877@mhs.dinus.ac.id

ABSTRACT

The decision support system (SPK) is used as a tool for decision makers to broaden the capabilities of decision-makers, but not to replace judgments of decision makers. During this time PT. HM Sampoerna Tbk, do not have a cigarette Presenter Brand with adequate competence, this is evidenced by the low productivity of cigarettes Presenter Brand in the scope of PT. HM Sampoerna Tbk. During this performance assessment of cigarettes Presenter Brand at PT. HM Sampoerna Tbk, has not been implemented optimally, especially in assessing the performance of Brand Presenter cigarettes. So far, the assessment of cigarette brand Presenters is only determined from the results of its work, there is no clear assessment criteria. Assessment criteria include criteria of discipline, achievement, commitment to the organization, serving, cooperation and proactive by using Fuzzy SAW method. System development method using Waterfall, implementation with PHP and MySQL. The end result of this research is the creation of decision support system to assess the performance of cigarettes Presenter Brand at PT. HM Sampoerna Tbk by using Fuzzy SAW method so as to be able to accurately and efficiently assess the performance of Brand Presenter cigarettes

Keyword : Keywords: Brand Presenter, Fuzzy SAW, PT. HM Sampoerna Tbk, PHP, MySQL