

SISTEM PENDUKUNG KEPUTUSAN PENENTUAN PRIORITAS PRODUKSI PRODUK MOX MENGGUNAKAN METODE TOPSIS

(DECISION SUPPORT SYSTEM FOR PRODUCTION PRIORITY DETERMINATION OF MOX PRODUCTS USING TOPSIS METHOD)

Hajar Muarifatun Adha
Fakultas Teknologi Informasi dan Komunikasi
Universitas Semarang
rifan2451@gmail.com

ABSTRACT

MoX distributor is a place for stocking and marketing beauty and health products in the form of skincare products, health series, beauty product series, and bio energy series such as MoX soap, MoX serum, Vee MoX, MoXVIT, Zwart MoX powder, CC Cushion Zwart MoX, Ion Energi Card, etc. In its sales operations, MoX Distributors have difficulty predicting products that have a high and low number of requests so that often the number of products provided does not match the number of customer requests. Decision Support System is a computer-based information system that produces various alternative decisions to assist management in dealing with structured or unstructured problems using data and models. The method in this system uses the Technique For Other Preference by Similarity to Ideal Solution (TOPSIS) method. The result of this design is a web-based system which is focused on decision making. The use of the Technique For Other Preference by Similarity to Ideal Solution (TOPSIS) method in the MoX Product Priority Determination Decision Support System is able to provide the best alternative based on the highest ranking results.

Keywords : Mox Product, Decision Support System, TOPSIS (Technique For Other Preference by Similarity to Ideal Solution)

ABSTRAK

Distributor *MoX* merupakan tempat penyetokan dan pemasaran produk kecantikan dan kesehatan berupa *skincare* produk, *health series*, *beauty product series*, dan *bio energi series* seperti sabun *MoX*, serum *MoX*, *Vee MoX*, *MoXVIT*, *Bedak Zwart MoX*, *CC Cushion Zwart MoX*, *Ion Energi Card*, dll. Dalam operasi penjualannya, Distributor *MoX* mengalami kesulitan dalam memprediksi produk yang memiliki jumlah permintaan tinggi dan rendah sehingga seringkali jumlah produk yang disediakan tidak sesuai dengan jumlah permintaan pelanggan. Sistem Penunjang Keputusan adalah suatu sistem informasi berbasis komputer yang menghasilkan berbagai alternatif keputusan untuk membantu manajemen dalam menangani berbagai permasalahan yang terstruktur ataupun tidak terstruktur dengan menggunakan data dan model. Metode pada sistem ini menggunakan metode *Technique For Other Preference by Similarity to Ideal Solution (TOPSIS)*. Hasil dari perancangan ini berupa sistem berbasis web yang mana difokuskan pada pengambilan keputusan. Penggunaan metode *Technique For Other Preference by Similarity to Ideal Solution (TOPSIS)* pada sistem pendukung keputusan Penentuan Prioritas Produksi Produk *MoX* mampu memberikan alternatif terbaik berdasarkan hasil peringkat tertinggi.

Kata Kunci : Produk MoX, Sistem Pendukung Keputusan, TOPSIS (Technique For Other Preference by Similarity to Ideal Solution)