

ABSTRACT

VILLAGE WEBSITE PERFORMANCE RATING USING ANALYTICAL HIERARCHY PROCESS AND SIMPLE ADDITIVE WIEGHT METHODS (CASE STUDY IN BANYUMAS DISTRICT)

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The website is one of the media means of information including public services in local government. However, not all local government websites have qualified performance, including the criteria for loading time, broken links, content, page size and Ease Of Use. The purpose of this research was to evaluate the website under study, whether the website was feasible and met predetermined criteria and to provide a ranking of village websites in Banyumas district according to the research criteria. Collecting data using observation techniques (observation) and questionnaire techniques. The method used to calculate the weight of website performance criteria is the Analytical Hierarchy Process (AHP) and the ranking uses the Simple Additive Wiegth (SAW) method. The criteria tested include loading time, content, broken links, page size and ease of use. This research resulted in the ranking of the best website performance using the SAW method with the highest to lowest order, namely in the first order is on the Melung village website with the final number "0.84" and in the last or third order is on the Karangkedawung village website with the final number "0.72".

Keywords: *Website, Performance, Simple Additive Wiegth, Analytical Hierarchy Process, Village government*