

ABSTRACT

DECISION SUPPORT SYSTEM FOR DETERMINING THE PRIORITY OF ASSISTANCE OF MSME IN ASPIKMAS USING THE ANALYTICAL HIERARCHY PROCESS (AHP)

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MSMEs in the Banyumas area are sheltered by an organization called the Banyumas Micro, Small and Medium Entrepreneurs Association (ASPIKMAS) ASPIKMAS aims to make UMKM in Banyumas have natinal competitiveness. To achive this goal, the execution of several programs for MSMEs in Banyumas, one of which is the MSME mentoring program. The metoring program provided is in the form of training such as marketing, financial records, and so on. This mentoring program is carried out with a selection process according to the required crieria, the criteria used in selecting MSMEs assistance are year of establishment, business complexity, turnover and number of employees. While the alternative used are 10 SMEs. However, in the selection process for MSME mentoirng there are problems, namely the diffuculties faced by ASPIKMAS internal management in carrying out the MSME mentoring selection process which is still done manually and inefficiently. Therefore, it is necessary to have a system that makes it easier for administrators to select MSMEs that will be selected for assistance according to the criteria. In the study, SPK was built which played a role in suporting decisions to be taken by administrators in selecting MSMEs to be targeted for assistance. One of the methods used in determining the priority of MSME assistance in ASPIKMAS is the Analytical Hierarchy Process (AHP). The SPK built is a website-based system using the Rapid Application Development (RAD) software development model. The built system was tested using the Black Box Testing and Confusion Matrix testing methods. Black Box Testing is used to test system functionality, while the Confusion Matrix is used to measure the accuracy of the resulting data classification. The result of the Black Box Testing started that in terms of functionality the system was smooth and there were no errors, while the result from the Confusion Matrix obtained an accuracy value 80% indicating the system has a good level of accuracy.

Keyword : AHP, Blackbox Testing, Confusion Matrix, RAD, UMKM