

ABSTRACT

Website Based Bridal Make up Package Decision Support Sistem Using the Analytic Hierarchy Process (AHP) Method

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Bridal makeup is makeup that aims to beautify the bride's face by highlighting the beautiful parts. The decision to choose a bridal makeup package is a difficult decision. This is due to the many factors that must be considered. One of them is the finances owned by the bride and groom. The financial factor of the bride and groom will determine the concept that will be offered by the makeup studio. The purpose of this research is to make it easier for the bride and groom to make a decision to choose the best makeup package according to the wishes and funds of the bride and groom by implementing an intelligent system in the form of a website application. The Decision Support System uses the Analytic Hierarchy Process (AHP) algorithm which will be in the Idean Rias Studio. In 9 specific bridal make-up packages such as the type of make-up, the number of people who make up, the number of people's clothes and the keuangan. With this application, it can meet the needs of prospective brides, especially getting recommendations for the best makeup packages according to the wishes and funds of the prospective bride and groom.

Keywords : *Bridal Make up, Website Application, AHP Algorithm, Decision Support Sistem, Packages*

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