

ABSTRACT

Facial Skincare Product Selection Application Based on Skin Type Using Website-Based Simple Additive Weighting (Saw) Algorithm

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The skin functions as a protector of the internal organs from disturbances or stimuli from the outside. Human skin has types, such as oily skin, dry skin, and sensitive skin. To keep the skin healthy, it is important to take care of the skin from the inside as well as from the outside. Selection of skincare such as facial wash and the right moisturizer can help the skin to stay healthy. By using the decision-making method to determine the selection of facial skincare that suits your skin type, the simple additive weighting method is used. As a method with the concept of looking for the weighted sum of the performance ratings for each alternative on the attribute by normalizing and calculating the weights so that the results of the largest rank are obtained which are used as recommendations. Therefore a website-based decision support system was created with the results obtained aiming to help users. The results obtained are website-based applications for selecting skincare types, but the website results have not been fully completed. The current application only provides input of criteria data, alternatives and calculations of the SAW process.

Keywords: *Skincare, Website, Simple Additive Weighting, Decision Support System*

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