ABSTRACT

Application of the AHP Algorithm in the Process of Ranking the Best MSMEs in the South Tangerang Region

Radityo Dwi Sapto Winoto.

Student of Informatics Study Program, Pembangunan Jaya University,

Micro, small and medium enterprises or what is often called UMKM is a business entity that can be owned or managed individually or in groups. According to Law no. 9 of 1995 UMKM is a business entity that stands alone and is not a subsidiary of a company or company branch and is managed individually or by several people. MSMEs already exist in all regions of Indonesia and there are also several MSMEs whose types are culinary, automotive or various other things. This research will focus on the South Tangerang area, where the purpose of this research is to rank the best MSMEs in the South Tangerang area. With so many MSMEs in the South Tangerang area, In this study, the AHP (Analitycal Hierarchy Process) algorithm was used as a reference in determining the ranking of the many MSMEs. The reason for choosing this algorithm is that it can be described graphically so that it can be easily understood and understood by the many parties involved. Data is collected from various SMEs. Furthermore, the process of sorting scores from the highest to the lowest. After going through the scoring process using the AHP algorithm, different results will be obtained depending on the criteria or conditions used. In this study, the results of the test were to determine the success rate of AHP implementation in the process of determining the ranking of the best micro, small and medium enterprises in the South Tangerang area.