

INTISARI

KOMBINASI METODE ANP DAN TOPSIS DALAM MENENTUKAN PRIORITAS MEDIA PROMOSI PERGURUAN TINGGI (STUDI KASUS : STMIK AKAKOM YOGYAKARTA)

Oleh
Sumiyatun
12/339469/PPA/03938

Perguruan tinggi merupakan sarana untuk mengembangkan ilmu. Setiap perguruan tinggi swasta akan menghadapi persaingan yang semakin ketat dan kompleks serta saling bersaing merebut calon mahasiswa. Salah satu pengaruh dari kesuksesan perolehan mahasiswa baru adalah pemilihan media promosi yang tepat. Penelitian ini bertujuan membangun suatu sistem pendukung keputusan yang dapat membantu bagian marketing di perguruan tinggi dalam menentukan prioritas media promosi.

Sistem pendukung keputusan yang dikembangkan dalam penelitian ini menggunakan metode ANP (*Analytical Network Process*) dan TOPSIS (*Technique for Order Preference by Similarity to Ideal Solution*). Metode ANP digunakan untuk menentukan bobot kriteria dengan memperhatikan pengaruh interdependence antar kriteria, sedangkan TOPSIS digunakan untuk menentukan peringkat alternatif media promosi.

Hasil dari penelitian ini adalah suatu sistem yang digunakan untuk menentukan prioritas media promosi berdasarkan kriteria – kriteria yang telah ditetapkan. Hasil pengujian menunjukkan bahwa sistem mampu memberikan urutan prioritas media promosi sebagai bahan pertimbangan dalam melakukan promosi perguruan tinggi.

Kata kunci : ANP, media promosi, perguruan tinggi, TOPSIS.

ABSTRACT

***THE COMBINATION OF ANP AND TOPSIS METHODS IN
DETERMINING THE PRIORITY
OF THE UNIVERSITY PROMOTION MEDIA
(CASE STUDY : STMIK AKAKOM YOGYAKARTA)***

By
Sumiyatun
12/339469/PPA/03938

College as a higher education institution is one of the means to develop knowledge. Each of them will face a tight and complex rivalry as well as competing to attract potential students. One of the factors which influences potential students enrollment number is the proper choice of promotional medium. This research aims to develop a decision support system which can help the college's marketing department in determining the priority of media promotion.

The developing Decision support system in this study is using ANP (Analytical Network Proses) and TOPSIS (Technique for Order Preference by Similiarity to Ideal Solution). ANP method is used to determine the weights of criteria with notice to the influence of interdependence between the criteria while TOPSIS used to rank the alternative media campaign.

The results of this research is a system used to determine priorities media campaign based on criterias which has been set. The test results indicate that the system is able to giving priority sequece media campaign as consideration in promoting higher education. The results of this research is a system used to determine media campaign priorities based on criterias which has been set. The results test indicate that the system is able to give sequece media campaign priority as consideration in promoting colleges.

Keywords: ANP, Media promotion, college, TOPSIS.