

ABSTRACT

SMB Telkom University annually organizes roadshow visits to high schools in Indonesia as one of the marketing strategies of new student recruitment activities which are become their responsibility. Manajer Admisi as a key person in SMB Telkom University has two assistants to make sure this programme is work nicely. In its implementation, they have limitations, such as: limited financial budgets, limited marketing staff, and lack of time; hence, they cannot visit all the high school.

But it is too complicated in their attempt to filter out the potential high schools. First, criteria weight score should already inputted by Manajer Admisi and the school datas have to be inputted by Asisten Manajer Data dan Analisis include their perform score based on the criterias. Later, Asisten Manajer Pemasaran dan Kerjasama must calculate that datas manually using Weighted Sum Model Method (WSM), one of multi criteria decision making method, to get the value of potential score of each high school. Then potential score is sorted manually from the highest to the lowest score. All actions and all users using a single worksheet.

This decision making web application act as a Decision Support System (DSS). It prevents Asisten Manajer Data dan Analisis input the same school twice, it prevents all the datas deleted by accident, it prevents Asisten Manajer Pemasaran dan Kerjasama wasting time to calculate the potential value of each high school. This web application will sorted that WSM method results into a priority list of high school automatically and give information addon such as the school's phone number and where is the school Address, even it gives a direction map. Last but not least it is also has a much friendlier interface than a worksheet.

Keywords : Decision Making, Multi Criteria Decision Making, Weighted Sum Model, Decision Support System