

Abstract

One of the most important factors in building a business is the composition of the team that can complement each other. However, with the limited relationship that is owned by a businessman or businessmen lead candidate in the process of finding the right business partners is not easy. It is strengthened by the results of research conducted on 50 businesses and prospective businesses stated that 94% difficulty in finding business partners, while 6% is no difficulty. With a great degree of difficulty in finding the right business partners will have an impact on the execution of the business is run.

Based on the results of interviews with community chairman Agus Santoso Indonesia Youth Movement of Business (GIMB) and also an experienced *advisor* to help develop and establish a business, there are seven key criteria that must be considered in choosing a partner in building a business. The seventh criterion is a match the necessary expertise and passion industrial compatibility between business and potential business partners, the distance between potential partners and business, capital contributions, contributions of time, the track record and match the characters. The ratings have a high level of similarity with the results of the study of other experts. The candidates can consult with a business *advisor* to get a business partner recommendation but this way still have drawbacks including limitations relations *advisor* owned, given the subjectivity partners, until the timing of the recommendation.

Multiple Attribute Decision Making (MADM) is used to select the best alternative from several alternatives assessed on various criteria used. Judging from the characteristics of the calculation across methods MADM and needs of the system is built, then the method selected in the provision of these recommendations is Simple Addaptive weighting due to the scheme search takes a very quick process by comparing all the candidates on the system and based on studies litelatur across methods MADM SAW method has process excellence faster time. The comparison between expert judgment with the system shows that the system has an average accuracy rate of 73.33%. From the time the system provides recommendations to provide recommendations an average processing time of 1.68 seconds, while the expert judgment has an average processing time 128.43 seconds. Thus we can conclude that the system is built is able to cover the lack of a business *advisor* in providing recommendations business partners based on the level of accuracy and processing time is higher than the manual calculation so that a system built to help business owners in selecting a business partner needs.

Keywords: SAW, business partners, MADM