
ABSTRACT

In planning strategy of marketing promotion manager is faced into decision making problem of what marketing promotion strategy that will be used to make advantage for company. Telkom as one of the biggest telecommunication company have to defend its product excellence, in this case that is SLJJ. Decision support system (DSS) is used in the marketing problems which is useful to increase the decision quality.

In this final project, a DSS for marketing promotion strategy planning of SLJJ using Fuzzy method and Simple Multi-Attribute Rating Technique (SMART) method that be able to support for making decision in marketing promotion strategy planning of SLJJ has been built.

In the making of DSS, data is obtained from the database subsystem. While the output is the information needed by a manager to make decision in marketing promotion strategy planning of SLJJ. This software is implemented using Delphi 7.0 with Microsoft Access.

Keywords : DSS, fuzzy, SMART.