IMPLEMENTATION OF THE SIMPLE ADDITIVE WEIGHTING METHOD FOR HIGH END SMARTPHONE SELECTION RECOMMENDATIONS

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ABSTRACT

The number of smartphones that appear along with the rapid development of technology has resulted in the emergence of a classification system on smartphones. This is certainly often heard, namely low end smartphones, mid end smartphones, and high end smartphones. High end smartphones are usually equipped with various features that have been enhanced with the most advanced technology, ranging from cameras, processors, CPUs, to graphics cards. The prices of high-end smartphones are quite diverse, confusing potential buyers, coupled with such high and many specifications. From this, a research was conducted that aims to create a high end smartphone recommendation system. The subjects of this study are prospective buyers who have a penchant for using high-end smartphones. Making a choice on a high end smartphone will not be easy because it requires careful consideration in making decisions. Therefore, a recommendation system for the selection of high-end smartphone types is designed so that prospective buyers can make their choice according to their wishes. The method used is the simple additive weighting (SAW) method. This method was chosen because it can choose the best alternative based on the criteria from the alternatives. This study uses criteria that include price, internal storage, RAM memory, camera, and processor. The results of this study are the system can provide the best high end smartphone alternative recommendations to prospective buyers based on the weight value of the criteria entered into the system.

Keywords: Simple Additive Weighting (SAW) Method, Smartphone High End.