

# **IMPLEMENTATION OF THE SIMPLE ADDITIVE WEIGHTING (SAW) METHOD FOR COSMETIC SELECTION**

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## **ABSTRACT**

*Currently, more and more types of cosmetic products are appearing on the market, making cosmetic users confused in choosing cosmetics that suit their skin type and use. Not a few people use cosmetics incorrectly which results in many bad effects on their face and they have to touch up repeatedly. This application facilitates users with 5 types of skin, lip type and type of use that can be selected to make it easier for users to choose cosmetics that suit their skin type and use. The application is built with a Decision Support System (DSS) using the Simple Additive Weighting (SAW) method to calculate the most appropriate Make Over cushion product selection. In this application, the user can enter the type of skin and lips, then the system will calculate using the SAW method to get the most suitable Make Over cushion and lipstick for the user. The final result of the system will display the Make Over cushion and lipstick and a description of the product with the highest calculated value to the user. Based on testing, this application is able to display cushion and lipstick products that are 98% compatible with the user.*

*Keywords: Cosmetics, System, SAW, Make Over, Cushion.*