

APPLICATION OF COLOR PREFERENCES IN ADVERTISING PAMFLET DESIGN USING THE ANDROID-BASED AHP (ANALYTICAL HIERARCHY PROCESS) METHOD

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ABSTRACT

The Color Preference Application for Advertisement Pamphlet Design Using Analytical Hierarchy Process (AHP) on Android is a mobile application developed to assist graphic designers in selecting the appropriate colors for their advertisement pamphlets. This application employs the AHP method to compare different color preferences and generate the best color recommendations based on predetermined criteria. The AHP method is used to calculate the weights of each criterion used in color selection. The application is designed with a simple and user-friendly interface for ease of use. Users can choose prioritized criteria such as advertisement type, product type, and target market for the advertisement pamphlet. Once the criteria are selected, users can choose colors that align with their preferences. Test results demonstrate that this application can aid graphic designers in choosing the right colors and producing more captivating advertisement pamphlet designs.

Keywords: Advertisement Pamphlet Design, Color Preference, Analytical Hierarchy Process (AHP), Android, Product Marketing.