SIMPLE ADDITIVE WEIGHTING IN THE SELECTION OF BREAD PRODUCTION FLOUR BRAND

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ABSTRACT

Flour is an ingredient that can be processed into various types of food products. Flour is a semi-finished product for further industrial raw materials. Flour is the main ingredient that can be processed into bread. There are various brands of flour on the market. Esthree Cake and Bakery shop is a small business entity engaged in the sale of bread. The choice of flour brands at Esthree Cake and Bakery stores is only seen in terms of price. Inappropriate selection can result in a balance between production costs and income. In terms of production, it is necessary to choose the right flour brand to help optimize low production costs with good product quality. The selection of the right flour brand is the main objective of this study. The method used in this study is Simple Additive Weighting (SAW). The study uses programming language as in HTML, PHP, JavaScript and MySQL as a database. The data processed were flour category, flour brand, flour criteria, criterion weight. The system will display the results of the calculation of the flour brand that can be used for selecting the brand of flour for making bread. So that business owners have no difficulty finding a decision to choose which flour brand is suitable for use in bread production.

Keywords: Flour, Bread, SPK, SAW