IMPLEMENTING OF SIMPLE ADDITIVE WEIGHTING METHOD FOR RECOMMENDATION TO SELEC TOURISM SITE IN KEBUMEN REGENCY

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1.   ABSTRACT

Kebumen Regency has various types of tourist attractions that are interesting to visit. Kebumen Regency also has great tourism potential, especially with its beaches and hills with beautiful views. The issue triggers tourists to look for attractive tourist attractions according to their needs. However, with the amount of information available, tourists still have to choose their tourist spots. Along with the development of tourism, the internet is taking part in being a media and means of information for tourists to find and determine tourist destinations. Kebumen Regency has various types of tourist attractions that are interesting to visit. However, with the amount of information available, tourists still have to choose their tourist spots. Therefore, an application is built that can be a tool for tourists in determining tourist destinations by utilizing a decision support system. This study uses four criteria which include distance, facilities, total costs, and natural beauty. The method used is Simple Additive Weighting (SAW). The SAW method is used to determine the alternative preference value. This research shows that an application is produced that can be a tool for tourists in determining their tourist destinations.

Keywords: Decision Support System, SAW, tourism