IMPLEMENTATION OF SIMPLE ADDITIVE WEIGHTING METHOD FOR SMARTPHONE SELECTION RECOMMENDATION

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ABSTRACT

Smartphones circulating in the market now have many types and various specifications. The many types of smartphones that exist make consumers have to determine the smartphone that fits the required criteria. To choose the appropriate smartphone product, consumers often have difficulty choosing the desired smartphone because of the many features available, the funds they have, and each of these features is almost the same as one type of smartphone. So that potential buyers need much consideration before choosing the right smartphone. With so much smartphone data, a smartphone selection recommendation system is needed for potential buyers. In this study, 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 of the alternatives. This study uses criteria that include price, internal storage, RAM, and camera. The results of this study are that the system can provide recommendations for the best smartphone alternatives to potential buyers based on the weighted criteria input into the system.

Keywords: Smartphone, Recommendation System, Simple Additive Weighting