

***Implementation of the Weighted Product Method  
In Search of Website-Based Photo Packages  
(Case Study : Gibran Exclusive Photography Yogyakarta)***

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**ABSTRACT**

*The art of photography is something that is very common in today's society. In every moment, capturing photos and videos is something that is never abandoned. A quality photo and video is a beautiful art and can be enjoyed by everyone who sees it. Along with the widespread development of photography today, it certainly provides a business idea for its enthusiasts. Gibran Exclusive Photography is one of the businesses engaged in the field of photography. Located in Yogyakarta, precisely on Jalan Am. Sangaji No.169, this studio was founded in 2010 and provides photo and video services. Gibran Photo provides various photo packages such as baby, family, graduation, group, wedding photo packages and many more. With a wide selection of photo packages provided so that problems arise for consumers in determining the right photo package according to their needs, therefore a system is needed to overcome these problems. The Weighted Product method is a decision support system method that can provide recommendations or alternatives for consumers in choosing photo packages at Gibran Exclusive Photography.*

**Keywords:** *Photo Studio, Weighted Product Method*