

INTISARI

Penelitian ini berjudul “Sistem Pendukung Keputusan Penentuan Prioritas Pembinaan Objek Wisata di Kabupaten Karanganyar Menggunakan Metode Simple Additive Weighting (SAW)”. Penelitian ini bertujuan untuk merancang dan membangun sistem pendukung keputusan yang dapat membantu Dinas Pariwisata dalam menentukan prioritas pembinaan objek wisata secara lebih terstruktur serta menerapkan metode SAW dalam menghasilkan pemeringkatan. Penelitian dibatasi pada tiga kriteria, yaitu jumlah kunjungan wisatawan, rating pengunjung, dan potensi objek wisata yang diperoleh dari penilaian aspek Atraksi, Aksesibilitas, Amenitas, dan Ancilaritas (4A). Metode penelitian yang digunakan adalah penelitian terapan dengan pendekatan deskriptif dan mixed method, sedangkan pengembangan sistem menggunakan metode *Rapid Application Development* (RAD) dan pengambilan keputusan menggunakan metode SAW. Hasil penelitian berupa sistem pendukung keputusan berbasis web yang dapat digunakan oleh Admin/Dinas, pengelola objek wisata, dan pengunjung. Sistem dapat mengelola data objek wisata dan jumlah kunjungan wisatawan, menerima penilaian pengunjung berupa rating dan penilaian 4A, serta mengolah data melalui pembobotan, matriks keputusan, normalisasi, dan perhitungan nilai preferensi SAW untuk menghasilkan pemeringkatan prioritas pembinaan. Pengujian *black box* menunjukkan bahwa fungsi-fungsi sistem dapat berjalan sesuai kebutuhan, sedangkan pengujian *usability* menggunakan *system usability scale* (SUS) terhadap 40 responden menghasilkan nilai rata-rata sebesar 75,56. Berdasarkan hasil penelitian, sistem berhasil menerapkan metode SAW untuk membantu proses penentuan prioritas pembinaan objek wisata secara lebih terstruktur berdasarkan data yang tersedia. Sistem menghasilkan pemeringkatan yang dapat digunakan oleh Dinas Pariwisata sebagai bahan pertimbangan dalam menentukan objek wisata yang perlu mendapatkan prioritas pembinaan serta mengintegrasikan data jumlah kunjungan, rating pengunjung, dan potensi objek wisata dari penilaian 4A dalam satu proses pengambilan keputusan.

Kata kunci: Sistem Pendukung Keputusan, Objek Wisata, Prioritas Pembinaan, *Simple Additive Weighting*, SAW

ABSTRACT

This research is entitled “Decision Support System for Determining Tourism Attraction Development Priorities in Karanganyar Regency Using the Simple Additive Weighting (SAW) Method.” This research aims to design and develop a decision support system that can assist the Tourism Office in determining tourism attraction development priorities in a more structured manner and applying the SAW method to generate rankings. The research is limited to three criteria, namely the number of tourist visits, visitor ratings, and tourism attraction potential obtained from the assessment of Attraction, Accessibility, Amenities, and Ancillary Services (4A) aspects. The research method used is applied research with a descriptive approach and mixed methods, while system development uses the Rapid Application Development (RAD) method and decision-making uses the SAW method. The research resulted in a web-based decision support system that can be used by the Admin/Tourism Office, tourism attraction managers, and visitors. The system manages tourism attraction data and the number of tourist visits, receives visitor assessments in the form of ratings and 4A assessments, and processes the data through weighting, decision matrix construction, normalization, and SAW preference value calculation to generate priority rankings for tourism attraction development. Black-box testing showed that the system functions operated according to the requirements, while usability testing using the System Usability Scale (SUS) involving 40 respondents resulted in an average score of 75.56. Based on the research results, the system successfully implements the SAW method to assist the process of determining tourism attraction development priorities in a more structured manner based on the available data. The system generates rankings that can be used by the Tourism Office as a consideration in determining tourism attractions that require development priority and integrates data on tourist visits, visitor ratings, and tourism attraction potential based on 4A assessments into a single decision-making process.

Keyword: Decision Support System, Tourism Destination, Coaching Priority, Simple Additive Weighting, SAW