SISTEM PENDUKUNG KEPUTUSAN PENENTU ELEKTABILITAS CALON PRESIDEN MENGGUNAKAN METODE *WEIGHTED PRODUCT*

Melvin Mourelly Tanjung

H1D018057

ABSTRAK

Pemilihan seorang presiden merupakan keputusan politik yang kompleks dan krusial dalam suatu negara. Untuk mendukung proses pengambilan keputusan ini, dikembangkanlah sebuah Sistem Pendukung Keputusan (SPK) yang mampu menilai elektabilitas calon presiden. Penelitian ini bertujuan untuk merancang dan mengimplementasikan SPK penentu elektabilitas calon presiden menggunakan metode *Weighted Product* (WP). Metode *Weighted Product* (WP) dipilih karena kemampuannya dalam mengatasi beberapa kelemahan metode-metode lain, terutama dalam menangani atribut yang memiliki skala dan satuan yang berbeda. Langkah-langkah pengembangan SPK meliputi identifikasi kriteria penilaian elektabilitas, penentuan bobot kriteria dengan melibatkan partisipasi ahli, pengumpulan data elektabilitas calon presiden, dan implementasi metode WP untuk menghasilkan peringkat elektabilitas. Hasil penelitian menunjukkan bahwa SPK menggunakan metode *Weighted Product* mampu memberikan pemeringkatan calon presiden berdasarkan elektabilitasnya. Dengan adanya SPK ini, diharapkan pemilih dan pemangku kebijakan dapat memperoleh pandangan yang lebih komprehensif dan terinformasi mengenai potensi elektabilitas setiap calon presiden.

Kata Kunci: *Sistem Pendukung Keputusan, Elektabilitas, Calon Presiden, Metode Weighted Product, Presiden*

DECISION SUPPORT SYSTEM FOR DETERMINING THE ELECTABILITY OF PRESIDENTIAL CANDIDATES USING THE WEIGHTED PRODUCT METHOD

Melvin Mourelly Tanjung

H1D018057

ABSTRACT

The selection of a president is a complex and crucial political decision in any country. In support of this decision-making process, a Decision Support System (DSS) *has been developed to assess the electability of presidential candidates. This research aims to design and implement a DSS for determining the electability of presidential candidates using the Weighted Product* (WP) *method. The Weighted Product* (WP) *method was chosen for its ability to overcome some drawbacks of other methods, especially in handling attributes with different scales and units. The development of the DSS involves identifying criteria for electability assessment, determining criteria weights with expert participation, collecting electability data for presidential candidates, and implementing the Weighted Product method to generate electability rankings. The research findings indicate that the DSS using the Weighted Product method is capable of providing rankings for presidential candidates based on their electability. With the existence of this DSS, it is expected that voters and policymakers can gain a more comprehensive and informed view of the electability potential of each presidential candidate.*

Keyword: *Decision Support System, Electability, Presidential Candidate, Weighted Product Method, Presidential*