

ABSTRAK

Freddy Adinatha Ginting (03081170030)

ANALISIS PERBANDINGAN METODE SMART DAN TOPSIS DALAM MENENTUKAN PENJUALAN *VIDEO GAMES* PLAYSTATION 4 TERBAIK

(xv + 91 halaman; 5 gambar; 12 tabel; 2 lampiran)

Saat ini, *video games* telah menjadi salah satu bentuk hiburan paling populer di dunia, dimana para pemain ditawarkan untuk mendapatkan pengalaman yang interaktif dan beragam saat memainkannya. Dari berbagai macam konsol *video games*, PlayStation 4 (PS4) menjadi salah satu konsol *video game* terlaris dan paling diminati oleh para pemain. Perkembangan teknologi yang semakin pesat membuat pasar *game* PlayStation 4 (PS4) menjadi sangat kompetitif, yang menyebabkan jumlah dan jenis *game* PlayStation 4 (PS4) terus meningkat. Akibatnya, para pemain kesulitan dalam memilih rekomendasi *game* yang layak untuk dimainkan, sehingga diperlukan suatu sistem untuk menilai dalam memilih rekomendasi *video games* PS4 terbaik. Oleh karena itu, dilakukan penelitian menggunakan dua metode pada Sistem Pendukung Keputusan (SPK) sebagai alat untuk menganalisis peringkat tertinggi dari data *video games* PS4, yaitu metode SMART (*Simple Multi Attribute Rating Technique*) dan metode TOPSIS (*Technique for Order Preference by Similarity to Ideal Solution*). Dari hasil penelitian yang telah dilakukan, telah diperoleh tingkat kesesuaian metode SMART sebesar 99,91488% dan tingkat kesesuaian metode TOPSIS sebesar 99,99607%, dimana metode TOPSIS lebih unggul sedikit dalam menentukan penjualan *video games* PlayStation 4 terbaik dibanding metode SMART.

Kata kunci: *Video Games*, PlayStation 4, SMART, TOPSIS, Analisis Perbandingan, Sistem Pendukung Keputusan, Tingkat Kesesuaian.

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ABSTRACT

Freddy Adinatha Ginting (03081170030)

COMPARATIVE ANALYSIS OF SMART AND TOPSIS METHOD IN DETERMINING THE BEST SALES OF PLAYSTATION 4 VIDEO GAMES

(xv + 91 pages: 5 images; 12 tables; 2 appendices)

Today, video games have become one of the most popular forms of entertainment in the world, where players are offered an interactive and diverse experience while playing it. Of the various video game consoles, PlayStation 4 (PS4) is one of the best-selling and most popular video game consoles. The rapid development of technology makes the PlayStation 4 (PS4) game market very competitive, which causes the number and types of PlayStation 4 (PS4) games to continue to increase. As a result, players have difficulty in choosing game recommendations that are worth playing, so a system is needed to assess in choosing the best PS4 video games recommendations. Therefore, research was conducted using two methods in the Decision Support System (SPK) as a tool to analyze the highest ranking of PS4 video games data, namely the SMART (Simple Multi Attribute Rating Technique) method and the TOPSIS (Technique for Order Preference by Similarity to Ideal Solution) method. From the results of the research that has been done, it has been obtained that the suitability level of the SMART method is 99.91488% and the suitability level of the TOPSIS method is 99.99607%, where the TOPSIS method is slightly superior in determining the best sales of PlayStation 4 video games compared to the SMART method.

Keyword: Video Games, PlayStation 4, SMART, TOPSIS, Comparative

Analysis, Decision Support System, Suitability Level.

References: 24 (2019 – 2023).