

ABSTRAK

Peluang sektor pariwisata di Yogyakarta saat ini berpotensi untuk dikembangkan karena Yogyakarta terkenal dengan objek wisata yang beragam khususnya wisata alam yaitu pantai. Banyaknya pantai di Yogyakarta memiliki keindahan dan keunikan sendiri-sendiri terkadang membuat bingung wisatawan untuk menentukan tempat yang akan dikunjungi. Untuk membantu dalam proses penentuan wisata tersebut dibutuhkan suatu sistem pendukung keputusan untuk membantu proses pemilihan wisata dengan cara mempertimbangkan kriteria yang digunakan pengguna, serta menggunakan analisis kepentingan kriteria dengan menggunakan metode Fuzzy Analytical Hierarchy Process (FAHP) dan Analytical Hierarchy Process (AHP).

Sistem Pendukung Keputusan Memilih Pantai di Yogyakarta Menggunakan Metode Fuzzy Analytic Hierarchy Process (F-AHP) dan Analytic Hierarchy Process (AHP) menghasilkan bobot kriteria dan solusi alternatif yang dapat membantu wisatawan dalam menentukan lokasi objek wisata yang akan dikunjungi dan dapat mengurangi terjadinya penilaian secara subjektif. Berdasarkan hasil penelitian yang diperoleh Pengaruh dari metode AHP dan FAHP memiliki hasil dan urutan yang berbeda. Pada metode AHP urutan bobot berikut: (1) keamanan 0.233, (2) kebersihan 0.19, (3) keindahan 0.167, (4) akses jalan 0.121, (5) keunikan 0.071, (6) keramahan petugas 0.071, (7) fasilitas 0.07, (8) jarak 0.044, (9) biaya 0.033 dan pada metode FAHP urutan bobot sebagai berikut: (1) keamanan 0.169, (2) kebersihan 0.165, (3) keindahan 0.155, (4) akses jalan 0.137, (5) fasilitas 0.096, (6) keunikan 0.092, (7) keramahan petugas 0.092, (8) jarak 0.063, (9) biaya 0.029. Serta urutan ranking alternatif keseluruhan yang dihasilkan berbeda antara metode AHP dan FAHP. Perbedaan ini disebabkan karena penggunaan skala TFN pada metode FAHP yang mampu menutupi hasil yang samar dalam perbandingan berpasangan antar kriteria pada metode FAHP, berbeda dengan AHP yang menggunakan bilangan bulat atau cips.

Kata kunci : Sistem Pendukung Keputusan (SPK), Fuzzy Analytic Hierarchy Process (F-AHP), Analytical Hierarchy Process (AHP), Pemilihan Wisata Pantai, Memilih Pantai

ABSTRACT

The tourism sector opportunities in Yogyakarta currently have the potential to be developed because Yogyakarta is famous for its various tourist attractions, especially natural tourism, namely beaches. The many beaches in Yogyakarta have their own beauty and uniqueness, sometimes making it confusing for tourists to decide which place to visit.

To assist in the tourism selection process, a decision support system is needed to assist the tourism selection process by considering the criteria used by the user, as well as using criteria importance analysis using the Fuzzy Analytical Hierarchy Process (FAHP) and Analytical Hierarchy Process (AHP) methods.

Decision Support System for Choosing Beaches in Yogyakarta Using the Fuzzy Analytic Hierarchy Process (FAHP) Method and Analytic Hierarchy Process (AHP) methods produces criteria weights and alternative solutions that can help tourists determine the location of tourist attractions to visit and can reduce the occurrence of random assessments subjective.

Based on the research results obtained, the influence of the AHP and FAHP methods has different results and sequences. In the AHP method the order of weights is as follows: (1) security 0.233, (2) cleanliness 0.19, (3) beauty 0.167, (4) road access 0.121, (5) uniqueness 0.071, (6) staff contamination 0.071, (7) facilities 0.07, (8) distance 0.044, (9) cost 0.033 and in the FAHP method the order of weights is as follows: (1) security 0.169, (2) cleanliness 0.165, (3) beauty 0.155, (4))) road access 0.137, (5) facilities 0.096, (6) uniqueness 0.092, (7) affection 0.092, (8) distance 0.063, (9) cost 0.029. And the overall alternative ranking order produced is different between the AHP and FAHP methods. This difference is caused by the use of the TFN scale in the FAHP method which is able to cover up ambiguous results in pairwise comparisons between criteria in the FAHP method, in contrast to AHP which uses whole numbers or crips.

Keywords: Decision Support System (DSS), Fuzzy Analytic Hierarchy Process (F-AHP), Analytical Hierarchy Process (AHP), Beach Tourism Selection, choose the beach