Muhammad Jhidan Ramadhan. 2024. *Analisis Peramalan Permintaan Daging Ayam Broiler Pada PT. Ciomas Adisatwa Di Kabupaten Sleman.* Di bawah arahan Ir. Indah Widowati, M. P.

ABSTRAK

Penelitian ini bertujuan menganalisis peramalan jumlah permintaan daging ayam broiler pada PT. Ciomas Adisatwa di Kabupaten Sleman untuk 12 bulan kedepan. Metode penelitian yang digunakan adalah kuantitatif dengan jenis penelitian studi kasus. Jenis data yang digunakan adalah data sekunder. Pengumpulan data dilakukan melalui observasi dan dokumentasi. Teknik analisis yang digunakan adalah metode *moving average*, *weight moving average*, *winter exponential smoothing*, dan proyeksi kecendrungan (*trend*). Hasil penelitian ini menggunakan metode *winter exponential smoothing* dengan koefisien penghalusan α = 0.3, β = 0.1, dan γ = 0.1 permintaan daging ayam broiler di Kabupaten Sleman pada PT. Ciomas Adisatwa mengalami peningkatan.

Kata Kunci: peramalan permintaan, *moving average*, *trend projection*, *weight moving average*, dan *winter exponential smoothing*.

Muhamamad Jhidan Ramadhan. *2024. Forecasting Analysis Chicken Broiler on PT. Ciomas Adisatwa in Sleman District.* Under the direction of Ir. Indah Widowati, M. P.

ABSTRACT

This research aims to analyze the forecasting of demand for broiler chicken meat at PT. Ciomas Adisatwa in Sleman Regency for the next 12 months. The research method used is quantitative with a case study type of research. The type of data used is secondary data. Data collection is carried out through observation and documentation. The analysis techniques used are the moving average method, weight moving average, winter exponential smoothing, and trend projection. The results of this research use the winter exponential smoothing method with smoothing coefficients $\alpha = 0.3$, $\beta = 0.1$, and $\gamma = 0.1$, number of requests for broiler chicken meat in Sleman Regency at PT. Ciomas Adisatwa experienced an increase.

Keywords: *demand forecasting, moving average, trend projection, weight moving average, and winter exponential smoothing.*