

ABSTRAK

Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu (DPMPTSP) Provinsi Sumatera Selatan merupakan instansi yang bertugas memberikan pelayanan perizinan usaha kepada masyarakat. Dalam pelaksanaannya, proses verifikasi perizinan usaha masih menghadapi beberapa kendala, seperti penumpukan berkas, keterlambatan proses persetujuan, serta kesulitan dalam menentukan prioritas surat permohonan yang harus diproses terlebih dahulu. Selain itu, pengelolaan data perizinan belum terintegrasi secara optimal sehingga menghambat proses monitoring dan pengambilan keputusan. Penelitian ini bertujuan untuk merancang dan membangun Sistem Pendukung Keputusan (SPK) berbasis web menggunakan metode *simple multi-attribute rating technique* (SMART) guna membantu proses verifikasi perizinan usaha dan menentukan prioritas surat permohonan izin usaha secara lebih cepat, dan terstruktur. Metode SMART digunakan dengan beberapa kriteria penilaian, yaitu tanggal permohonan, jenis permohonan, skala usaha, tingkat risiko usaha, dan dokumen persyaratan. Metode pengembangan sistem yang digunakan adalah *waterfall* yang terdiri dari tahapan analisis kebutuhan, desain, implementasi, pengujian, dan pemeliharaan. Hasil penelitian menunjukkan bahwa sistem yang dibangun mampu mengotomatisasi proses penilaian dan perangkingan surat permohonan berdasarkan bobot kriteria yang telah ditentukan sehingga menghasilkan rekomendasi prioritas secara sistematis. Dengan adanya sistem ini, proses verifikasi perizinan usaha menjadi lebih cepat, efisien, dan transparan serta dapat membantu pegawai DPMPTSP Provinsi Sumatera Selatan dalam mengambil keputusan terkait prioritas penanganan surat perizinan usaha.

Kata Kunci : Sistem Pendukung Keputusan, SMART (*Simple Multi-Attribute Rating Technique*), Perizinan Usaha, DPMPTSP, Prioritas Surat.

ABSTRACT

The South Sumatra Province Investment and One-Stop Integrated Services Agency (DPMPTSP) is an agency tasked with providing business licensing services to the public. In its implementation, the business licensing verification process still faces several obstacles, such as the accumulation of files, delays in the approval process, and difficulties in determining the priority of application letters that must be processed first. In addition, licensing data management has not been optimally integrated, thus hampering the monitoring and decision-making process. This study aims to design and build a web-based Decision Support System (DSS) using the simple multi-attribute rating technique (SMART) method to assist the business licensing verification process and determine the priority of business license applications more quickly, and structured. The SMART method is used with several assessment criteria, namely the date of application, type of application, business scale, business risk level, and required documents. The system development method used is the waterfall method consisting of the stages of needs analysis, design, implementation, testing, and maintenance. The results of the study indicate that the system is able to automate the process of assessing and ranking application letters based on predetermined criteria weights, resulting in systematic priority recommendations. With this system, the business licensing verification process becomes faster, more efficient, and more transparent and can assist DPMPTSP South Sumatra Province employees in making decisions regarding the priority of handling business licensing letters.

Keywords: Decision Support System, SMART (Simple Multi-Attribute Rating Technique), Business Licensing, DPMPTSP, Letter Priority.