

ABSTRAK

Potensi investasi merupakan salah satu faktor penting dalam mendorong pertumbuhan ekonomi daerah. Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu (DPMPTSP) Provinsi Sumatera Selatan memiliki peran dalam menyediakan informasi potensi investasi sebagai bahan pertimbangan bagi calon investor. Namun, proses pengelolaan, pengajuan, validasi, dan penyajian informasi potensi investasi masih memerlukan sistem yang mampu mengolah data secara lebih efektif, terstruktur, dan objektif. Penelitian ini bertujuan untuk merancang dan membangun Sistem Pendukung Keputusan Potensi Investasi Kabupaten/Kota di Provinsi Sumatera Selatan berbasis *website* menggunakan metode *Simple Additive asWeighting* (SAW). Metode SAW digunakan untuk menghitung nilai preferensi berdasarkan tujuh kriteria, yaitu kontribusi sektor terhadap PDRB, laju pertumbuhan sektor ekonomi, ketersediaan sumber daya, infrastruktur pendukung, dukungan kebijakan pemerintah, akses pasar, dan tenaga kerja sehingga menghasilkan peringkat dan klasifikasi potensi investasi. Pengembangan sistem dilakukan menggunakan metode *Rapid Application Development* (RAD) yang terdiri dari tahapan perencanaan kebutuhan, perancangan, pembangunan, serta implementasi dan pengujian. Sistem dibangun menggunakan bahasa pemrograman PHP dengan *database* MySQL serta diuji menggunakan metode *Black Box Testing*. Hasil penelitian menunjukkan bahwa sistem mampu mendukung proses pengelolaan data potensi investasi, pengajuan dan validasi data, perhitungan metode SAW secara otomatis, serta penyajian informasi potensi investasi berdasarkan peringkat dan kategori kepada calon investor. Berdasarkan hasil pengujian, seluruh fungsi sistem berjalan sesuai dengan kebutuhan sehingga sistem dapat membantu DPMPTSP Provinsi Sumatera Selatan dalam menyajikan informasi potensi investasi secara lebih efektif, objektif, dan terstruktur.

Kata Kunci : Sistem Pendukung Keputusan, Potensi Investasi, *Simple Additive Weighting* (SAW), *Rapid Application Development* (RAD), *Website*.

ABSTRACT

Investment potential is one of the important factors in promoting regional economic growth. The Investment and One-Stop Integrated Service Office of South Sumatra Province (DPMPTSP) plays a role in providing investment potential information as a consideration for prospective investors. However, the processes of managing, submitting, validating, and presenting investment potential information still require a system capable of processing data more effectively, systematically, and objectively. This research aims to design and develop a Web-Based Investment Potential Decision Support System for Regencies/Cities in South Sumatra Province using the Simple Additive Weighting (SAW) method. The SAW method is used to calculate preference values based on seven criteria, namely sector contribution to Gross Regional Domestic Product (GRDP), economic sector growth rate, availability of resources, supporting infrastructure, government policy support, market access, and labor availability, resulting in investment potential rankings and classifications. The system was developed using the Rapid Application Development (RAD) method, which consists of requirements planning, design, construction, implementation, and testing stages. The system was built using PHP programming language with a MySQL database and tested using the Black Box Testing method. The results show that the system is capable of supporting investment potential data management, data submission and validation processes, automatic SAW calculations, and the presentation of investment potential information based on rankings and categories for prospective investors. Based on the testing results, all system functions operated according to the requirements, indicating that the system can assist the Investment and One-Stop Integrated Service Office of South Sumatra Province (DPMPTSP) in providing investment potential information in a more effective, objective, and structured manner.

Keywords : Decision Support System, Investment Potential, Simple Additive Weighting (SAW), Rapid Application Development (RAD), Website.