

ABSTRAK

Evaluasi dan pengembangan program siaran merupakan salah satu aspek penting dalam meningkatkan kualitas serta daya saing stasiun televisi. Pada Sriwijaya TV, proses evaluasi program siaran masih dilakukan secara manual dan berdasarkan data yang terpisah, seperti jumlah penonton, interaksi audiens, konsistensi penayangan, dan tren performa program. Kondisi tersebut menyebabkan proses pengambilan keputusan belum terintegrasi serta berpotensi menghasilkan penilaian yang kurang objektif. Penelitian ini bertujuan untuk menghasilkan Sistem Pendukung Keputusan (SPK) berbasis website yang dapat membantu proses evaluasi dan penentuan strategi pengembangan program siaran pada Sriwijaya TV. Metode yang digunakan adalah Simple Additive Weighting (SAW), yang mampu melakukan penilaian berdasarkan beberapa kriteria dan menghasilkan perankingan alternatif sesuai nilai preferensi. Kriteria yang digunakan meliputi total views per bulan, rata-rata views per episode, total interaksi audiens, konsistensi tayang, dan tren performa program. Hasil penelitian berupa sistem yang mampu mengelola data program dan data performa, melakukan perhitungan metode SAW, menghasilkan nilai preferensi serta ranking program siaran, dan menyediakan rekomendasi strategi evaluasi dan pengembangan program. Dengan adanya sistem ini, proses evaluasi program siaran dapat dilakukan secara lebih terstruktur, objektif, dan berbasis data sehingga membantu manajemen Sriwijaya TV dalam menentukan strategi pengembangan program secara lebih tepat dan efektif.

Kata Kunci: Evaluasi Program Siaran, Sistem Pendukung Keputusan, Simple Additive Weighting (SAW), Strategi Pengembangan Program, Website.

ABSTRACT

The evaluation and development of broadcast programs are key aspects in improving the quality and competitiveness of television stations. At Sriwijaya TV, the program evaluation process is still conducted manually and based on disparate data, such as viewership numbers, audience interaction, broadcast consistency, and program performance trends. This situation results in a decision-making process that lacks integration and has the potential to produce less than objective assessments. This study aims to develop a web based Decision Support System (DSS) that can assist in the evaluation process and the formulation of broadcast program development strategies at Sriwijaya TV. The method used is Simple Additive Weighting (SAW), which is capable of conducting assessments based on several criteria and generating a ranking of alternatives in accordance with preference values. The criteria used include total views per month, average views per episode, total audience engagement, broadcast consistency, and program performance trends. The research resulted in a system capable of managing program and performance data, performing SAW method calculations, generating preference scores and broadcast program rankings, and providing recommendations for program evaluation and development strategies. With this system, the broadcast program evaluation process can be conducted in a more structured, objective, and data-driven manner, thereby helping Sriwijaya TV management determine program development strategies more accurately and effectively.

Keywords: Broadcast Program Evaluation, Decision Support System, Simple Additive Weighting (SAW), Program Development Strategy, Website.