

ABSTRACT

The rapid development of information technology has encouraged various institutions, including educational institutions, to innovate in improving service quality. TK Mambaul Ulum, located in Taraban Village, Paguyangan District, Brebes Regency, still conducts its promotional activities and student selection processes manually. This method is considered less effective and tends to be subjective. This study aims to design and develop a web-based decision support system to assist in the objective selection of outstanding students, while also providing a digital promotional platform for the school. The method used is Simple Additive Weighting (SAW), chosen for its simplicity, ease of application, and capability to handle multiple criteria. The results show that the system's calculations align with manual calculations, where alternative A2 achieved the highest score of 0.95, followed by A6 with a score of 0.90. This indicates that the implemented system runs accurately and efficiently. In addition, the website was successfully designed with an informative and responsive interface, functioning effectively as a promotional medium for the school.

Keywords: Decision support system, SAW, TK Mambaul Ulum, Promotional Media