

Abstract

One of the company's marketing strategies that is used to get the maximum benefit is targeting area. Targeting area will be successful if the area that has been chosen as the target of the company gives the maximum benefit. Targeting area PT. AGRI has divided into two parts, short time targeting (local and out of town) and long time targeting (regional and international).

The level of selling, ordering, demanding and other marketing factors is different for each area and period. Therefore, it is important to give the priority for each area on the process of targeting area.

This Decision Support System (DSS) for targeting market area is using the SMARTER method for weighting process of each criteria and sub criteria of each alternative, and the ORESTE method for the ranking process to get the best alternative.

This DSS for targeting market area can give a better area priority based on comparison data. According to satisfaction level from the users of this DSS and PT. AGRI, the result of the questionnaires reach 87.5%.

Keywords: *Decision Support System (DSS), targeting area, SMARTER, ORESTE*