

## **ABSTRACT**

*Ardan Group is one of the radio network in Bandung. Ardan Group is one of the radio company with business processes that have evolved. The number of competitors to the fact that quite a lot, Ardan Group formed business unit support for three radio under Ardan Group. Supporting business units are implemented in the strategy 40 (On-air, off-air, online, Obivan) owned Ardan Group.*

*This research aims to design a decision support system to aid decision-making in the process of determining the mapping proposal by the radio program and the client. This decision support system design using SAW (Simple Additive weighting) methodologies in the process of mapping and Structure System Analysis and Design (SSAD) methodologies for system modeling.*

*Research for the design of decision support systems by analyzing the business processes, determine methodologies for system design, determine the method of calculation for process mapping program proposal with radio and clients, followed by designing components of decision support systems, and then performed testing the system with the calculation method of mapping proposal program with radio and clients.*

*Decision support system design produces a draft decision support system that helps process of determining which program proposals will be sold. The results of the mapping proposal by the radio program and the client is considered successful and in accordance with the decision of the manager Ardan Group.*

**Keywords:** *decision support system, SAW, SSAD*