

Abstract

This research aims to design and develop an efficient funding website for Micro, Small, and Medium Enterprises (MSMEs) in Mataram City using the Simple Additive Weighting (SAW) method at PT XYZ. The background of this research includes challenges in the MSME selection process, which is still manual, time-consuming, prone to scoring errors, and disorganized document collection. PT XYZ also lacks a website platform to support its funding program. This research uses a qualitative approach, collecting data through literature studies, interviews, and observations. Evaluation was conducted on three main components of the Decision Support System (DSS): database, model, and user interface (UI). The designed database has been proven to support the DSS well, effectively and efficiently storing and managing MSME data. The SAW model used has also been proven effective in generating good decision alternatives, with the same final score of 14.8 obtained both manually and using the program, demonstrating the model's accuracy and speed. The developed user interface (UI) has been proven satisfactory, with a user-friendly design that makes it easy for users to access and operate the website, increasing the efficiency and effectiveness of the selection and data management processes. With adequate evaluation of these three DSS components, the research concludes that the developed funding website can support the implementation of PT XYZ's funding program and address existing problems.

Keywords: *Funding website, MSMEs, Simple Additive Weighting (SAW), Decision Support System (DSS), Database, User Interface (UI), Qualitative Approach, Data Management, Efficiency and Effectiveness*