

Abstract

Sometimes customer having difficulties in picking car based on their needs and financial. Especially for customer whose not familiar with automotive industry,. They need a consultant or someone whose know car to decide what kind of car that they can get.

In this final project, is implemented using Multicriteria Decision Making (MCDM) as a tool to determine a decision. Multicriteria Decision Making (MCDM) is a method decision support to decide the best alternative from sum of alternative for certain criteria[11]. Model that being used to support decision is fuzzy model and to help in decide the weighted sum of every criteria used Choquet integral integrated in fuzzy measure [3][6][12]. It can be done because the one characteristic property of Choquet integral is monotonicity therefore it can be used to support in decided decision that uncertain. From the result of weighted sum, made rank ordering[1].

Keyword : Multicriteria Decision Making (MCDM), Fuzzy logic, Fuzzy measure, Choquet Integral, rank-ordering