

Abstract

Focusing on the company's marketing nowadays is the first step to be exist in a competition still. Choosing the potential target location of marketing is one important step of it.

Now days, in speedy's marketing, PT. Telkom chooses the potential target location using data marketing process only, and this process needs a further analysist until the information can be used. That is why PT. Telkom needs a method to choose the right potential marketing target location. In that way PT. Telkom can be more focused in order to manage speedy's marketing.

As the solution, this final project implements Analytic Network Process (ANP) based on Geographic Information System into a software. The Software is used to help decision maker to choose the right potential marketing target location and interactively analyzes location's characteristic using digital map.

Keywords: Analytic Network Process(ANP), Geographic Information System.