

Abstract

Ratings/share is a percentages value which is used to measure the grade of a television program (and its television station). This values are quite become a standard for an owner (or a director) to apply some policies to their running programs or to applying new programs for their station. This is that, if we can predict the values of the next ratings/share before, it would be a quite help to considering the next policies?

Prediction is a process to systematically forecast the best possibility of something to happen in the future, based on the information gathered in the past and the present. A method to make a prediction is by using artificial neural network (ANN). This final project applies ANN to predict the average ratings and shares of television program per day using backpropagation algorithm. The predicted values are based on previous ratings and shares (time series data).

There are three preprocessing method that are used in this final project: Normalization, Binary, and Difference. For ratings prediction, the best method to use is Binary, with 81,21% average predict accuracy. While Difference method is the best method for share prediction, with 89.02% average predict accuracy.

Keywords: *artificial neural network, backpropagation, time series, ratings, television.*