

**PEMILIHAN SUPPLIER MULTIPLEX  
CV. NUSA MEDIA PERSEDA MENGGUNAKAN METODE  
ANALYTICAL HIERARCHY PROCESS (AHP) DAN  
TECHNIQUE FOR OTHERS PREFERENCE BY SIMILARITY  
TO IDEAL SOLUTION (TOPSIS)**

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**ABSTRAK**

Pemilihan supplier material yang efektif dan efisien adalah salah satu kegiatan bisnis utama. CV. Nusa Media Persada, perusahaan yang menyediakan jasa pembuatan booth pameran, interior, dan display produk, perlu meningkatkan kualitas dalam pemilihan supplier papan multipleks, yang saat ini belum optimal. Akibat belum adanya faktor penetapan supplier yang tepat dan adanya inkonsistensi kualitas, diperlukan penelitian untuk memilih supplier terbaik dalam pengadaan papan multipleks di CV. Nusa Media Persada. Supplier yang sesuai diharapkan dapat meminimalisir kerugian dan memastikan kelancaran rantai pasok dengan menggunakan metode Analytical Hierarchy Process (AHP) dan Technique For Others Preference By Similarity To Ideal Solution (TOPSIS). Dari analisis data menggunakan metode AHP, didapatkan bobot global subkriteria dengan nilai tertinggi hingga terendah yaitu penyediaan barang tanpa cacat (0.1602), ketepatan waktu (0.1122), harga yang ditawarkan (0.0973), hingga yang terendah adalah jarak supplier ke workshop (0.0204). Pemeringkatan supplier terbaik menggunakan TOPSIS menunjukkan Indo Jaya sebagai supplier terbaik dengan nilai preferensi 0.6375, diikuti oleh Panah Mas (0.5577), Bumi Djaja (0.4468), dan Fin Mart (0.3682). Implementasi metode ini diharapkan membantu CV. Nusa Media Persada dalam meningkatkan kualitas pemilihan supplier dan efisiensi operasional perusahaan.

**Kata Kunci:** Supplier Multipleks, Pemilihan Supplier, AHP, TOPSIS

**MULTIPLEX SUPPLIER SELECTION AT CV. NUSA MEDIA  
PERSEDA USES ANALYTICAL HIERARCHY PROCESS  
(AHP) METHOD AND PREFERENCE TECHNIQUE FOR  
OTHERS WITH SIMILARITY TO IDEAL SOLUTION  
(TOPSIS)**

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***ABSTRACT***

Effective and efficient selection of material suppliers is one of the main business activities. CV Nusa Media Persada, a company that provides exhibition booth, interior, and product display manufacturing services, needs to improve the quality in the selection of multiplex board suppliers, which is currently not optimal. Due to the absence of the right supplier determination factor and the inconsistency of quality, research is needed to select the best supplier in the procurement of multiplex boards at CV. Nusa Media Persada. Suitable suppliers are expected to minimize losses and ensure a smooth supply chain using the Analytical Hierarchy Process (AHP) and Technique For Others Preference By Similarity To Ideal Solution (TOPSIS) methods. From the data analysis using the AHP method, the global weight of the sub-criteria with the highest to lowest value is obtained, namely the provision of goods without defects (0.1602), timeliness (0.1122), the price offered (0.0973), to the lowest is the supplier's distance to the workshop (0.0204). Ranking the best suppliers using TOPSIS shows Indo Jaya as the best supplier with a preference value of 0.6375, followed by Panah Mas (0.5577), Bumi Djaja (0.4468), and Fin Mart (0.3682). The implementation of this method is expected to help CV. Nusa Media Persada in improving the quality of supplier selection and operational efficiency of the company.

**Key Word:** Multiplex Supplier, Supplier Selection, AHP, TOPSIS