

ABSTRAK

Audrey Situmorang, NIM 42135350020 (2025). Pemilihan Objek Wisata Unggulan di Kota Medan Menggunakan Metode TOPSIS.

Pariwisata merupakan salah satu sektor penting dalam mendukung pertumbuhan ekonomi daerah, termasuk di Kota Medan yang memiliki beragam objek wisata unggulan. Namun, banyaknya pilihan sering kali menyulitkan wisatawan dalam menentukan destinasi yang sesuai dengan kebutuhan dan preferensi mereka. Penelitian ini bertujuan untuk membangun sistem pendukung keputusan pemilihan objek wisata unggulan di Kota Medan dengan menggunakan metode *Technique for Order Preference by Similarity to Ideal Solution* (TOPSIS). Data diperoleh melalui observasi, wawancara, serta penyebaran kuesioner kepada 300 responden di 10 objek wisata. Tujuh kriteria yang digunakan meliputi harga, jarak, fasilitas, mobilitas, rating, keamanan, dan kebersihan. Proses analisis dilakukan secara manual maupun dengan bantuan aplikasi MATLAB GUI. Hasil penelitian menunjukkan bahwa objek wisata dengan nilai preferensi tertinggi adalah *Rahmat International Wildlife Museum & Gallery* dengan skor 0,753, sehingga direkomendasikan sebagai objek wisata unggulan di Kota Medan. Hasil penelitian ini menunjukkan bahwa metode TOPSIS efektif dalam membantu proses pengambilan keputusan dan dapat digunakan sebagai acuan dalam sistem rekomendasi pariwisata berbasis data.

Kata Kunci: Pemilihan Objek Wisata, TOPSIS, MATLAB, Kota Medan

ABSTRACT

Audrey Situmorang, NIM 42135350020 (2025). Selection of Featured Tourist Attractions in Medan City Using the TOPSIS Method.

Tourism is a crucial sector in supporting regional economic growth, including in Medan City, which boasts a diverse array of leading tourist attractions. However, the sheer number of options often makes it difficult for tourists to choose a destination that best suits their needs and preferences. This study aims to develop a decision support system for selecting leading tourist attractions in Medan City using the Technique for Order Preference by Similarity to Ideal Solution (TOPSIS) method. Data were obtained through observation, interviews, and questionnaires distributed to 300 respondents at 10 tourist attractions. Seven criteria were used: price, distance, facilities, mobility, rating, safety, and cleanliness. The analysis was conducted manually and with the help of the MATLAB GUI application. The results showed that the tourist attraction with the highest preference score was the Rahmat International Wildlife Museum & Gallery with a score of 0.753, thus being recommended as a leading tourist attraction in Medan City. The results of this study indicate that the TOPSIS method is effective in assisting the decision-making process and can be used as a reference in a data-based tourism recommendation system.

Keywords: Tourist Attraction Selection, TOPSIS, MATLAB, Medan City

