

DECISION MAKING FOR PROJECT SELECTION IN PT. JKT WITH ANALYTIC HIERARCHY PROCESS (AHP) METHOD

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Abstract

The focus of this study is how PT. Jawara Kanistha Tibra (JKT) makes decisions about three projects: "Reggae Festival", "A Night at the Orchestra: Dewa 19," and "Suara Akal Summit". PT. JKT faces challenges in choosing between three projects. Each project has different risks and benefits, and many different stakeholders participate in it. The Analytical Hierarchy Process (AHP) method is used to provide a systematic framework for evaluating and selecting the project that best aligns with the organization's strategic objectives. The results show that "A Night at the Orchestra: Dewa 19" received the highest score, indicating that this project meets all assessment criteria. This decision helps the company achieve its long-term goals in addition to short-term financial benefits. PT JKT can provide better direction for future project evaluation and selection by using a more objective and methodical approach.

Keywords: *Analytic Hierarchy Process, PT. Jawara Kanistha Tibra, project selection, strategic decision-making.*

INTRODUCTION

For the purpose of selecting the best project, a number of issues and symptoms related to project management at PT. Jawara Kanistha Tibra must be recognized and looked at. The main topic of this study is the range of obstacles that businesses must overcome when deciding between the projects "Reggae Festival", "A Night at The Orchestra: Dewa 19" and —Suara Akal Summitl. Budgetary and human resource constraints are among the primary challenges. A substantial budget is needed for each project, and since funds are scarce, businesses need to be able to select initiatives that will maximize returns while staying within their means. Crucial considerations to make include the project team's availability and capacity to manage the duties and obligations connected with each project.

The interests of different stakeholders are additional elements that must be taken into consideration. While the project team may concentrate more on operational viability and the capacity to carry out the project successfully, corporate management may prioritize projects that can enhance the company's long-term reputation and profitability. The marketing department might be more concerned with developing efficient marketing plans and drawing in a specific target market, whereas the finance department might be more concerned with budget management and the chosen project's profitability. The ability to significantly contribute to the achievement of the company's strategic goals and alignment with them must be taken into account when making strategic decisions. Companies also need to be able to adjust to shifts in the external environment and market dynamics, as these might have an impact on the success of their projects.

1.2 Company Profile

PT. Jawara Kanistha Tibra (JKT) is a company based in South Jakarta, known as a leading event organizer (EO). Located in South Jakarta City, JKT offers a variety of services that include graphic and motion design, video production, and procurement. As a company that always prioritizes integrity, quality, collaboration, innovation, and the latest technology, JKT is committed to providing the best service in every event it manages.

JKT was also involved in the production of a profile video for the Indonesian National Consultant Association (INKINDO) in 2024, which aims to introduce the association to stakeholders. With a commitment to quality and innovation, JKT continues to strive to meet the needs of procurement and event management

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effectively. Testimonials from clients show satisfaction with JKT's services, describing the company as an innovative and reliable partner in coordinating events.

1.3 Business Issue

Identifying and comprehending a company's business problems is a crucial first step in developing a successful strategy in a dynamic and competitive business environment. Business issues give a summary of the internal and external elements that affect a company's success and frequently reflect current opportunities and challenges. It is crucial to perform a comprehensive review of the company environment at this point, taking into account consumer behavior, market developments, and industry competition. When businesses have a thorough awareness of business concerns, they may spot chances for competitive advantage as well as areas that need further focus and innovation. We shall examine PT. Jawara Kanistha Tibra's primary business concerns in the conversation that follows. This method seeks to not only recognize current obstacles but also to provide tactical solutions for them. As a result, this research will offer a solid basis for creating suitable and long-lasting business plans. The business concerns that are the subject of this study are discussed below.

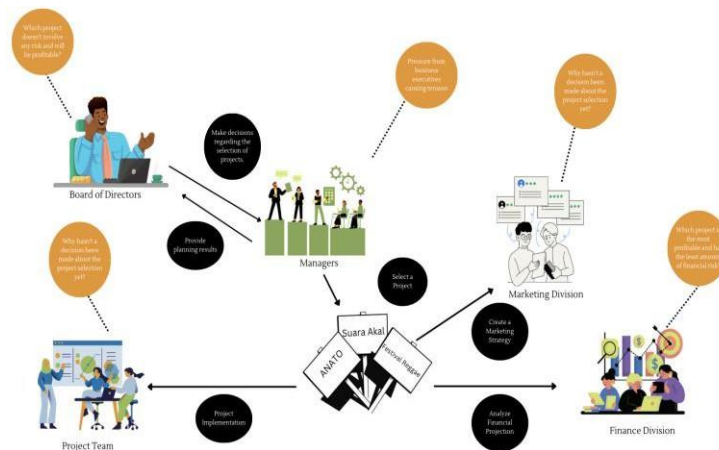


Figure 1.2 Rich Picture

PT. Jawara Kanistha Tibra's main challenge is deciding between the three projects, "Reggae Festival", "A Night at The Orchestra: Dewa 19" and —Suara Akal Summitl while taking into account the financial and human resource constraints and the complicated process of project assessment that takes into account a wide range of variables and stakeholder interests. In addition to being the most financially advantageous option, this decision must also support the strategic goals of the organization and guarantee flexibility in response to shifting market conditions and outside influences.

LITERATURE REVIEW

2.1 Theoretical Foundation

2.1.1 Internal Analysis

Internal analysis is the process of thoroughly assessing an organization's assets, skills, and abilities in order to pinpoint its advantages and disadvantages that may impact its competitive edge. Menurut Jay B. Barney, the main goal of internal analysis is to evaluate the assets and proficiencies that can offer a long-term competitive edge, which involves determining distinctive features, such as the company's assets, expertise, and abilities, that are challenging John B. Barney (1991).

2.1.3 In-depth Interview

To gather primary data, interviews will be conducted with an emphasis on understanding client preferences, satisfaction, and their perceptions of the proposed marketing strategy. Primary data collection is essential to obtain first-hand, unique knowledge that is directly relevant to the goals of the research. (Saunders and others, 2019)

2.1.4 Multi Criteria Decision Making

It is challenging to make judgements in the complex and changing corporate environment, which usually comprises a multitude of stakeholders, standards, and goals. I believe that as a researcher who studies decision-

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making methods, Multiple Criteria Decision-Making (MCDM) is one of the best methods for resolving such dilemmas.

Important decisions, such as selecting a key supplier, establishing a marketing budget, or even draughting a long-term company strategy, can involve conflicting considerations. For example, a business has to decide whether to use an expensive but environmentally friendly technology or a less expensive one that would compromise the operations' long-term sustainability. In cases like these, traditional approaches often fail to convey the complexity of the decision. In this case, MCDM is a highly relevant alternative.

2.1.5 Analytical Hierarchy Process

In order to address complicated issues with numerous criteria and options, Thomas L. Saaty created the Analytic Hierarchy Process (AHP) (Hadad et al.) in the 1970s. This strategy divides difficulties into more manageable and straightforward hierarchies, offering a methodical approach. There are several levels in this hierarchy, with the primary objective at the top, criteria and sub-criteria in the centre, and decision options at the bottom. AHP gives decision makers the ability to thoroughly examine each level's components using this structure.

2.2 Conceptual Framework

The conceptual framework in a study acts as the link between theory and practice. It offers a clear framework for comprehending the connections between different ideas and how to apply them in the particular setting of the study. It is crucial to emphasize the conceptual framework's importance in directing research before delving into the discussion of it. In order to ensure that every pertinent component is logically integrated, the conceptual framework helps the researcher structure and arrange the major ideas. It also acts as a manual for formulating theories and choosing the best methods for research.

Researchers can explain the connections between important factors and offer a compelling defense of the selected methodology by employing a conceptual framework. This improves the research's focus and clarity while also making it easier to understand the findings in a more organized manner. We shall introduce the conceptual framework created for this investigation in the discussion that follows. This framework will describe the interactions between the many components of the research and how they will be examined in order to meet the goals of the study. The conceptual framework that serves as the foundation for this investigation is explained in the following.

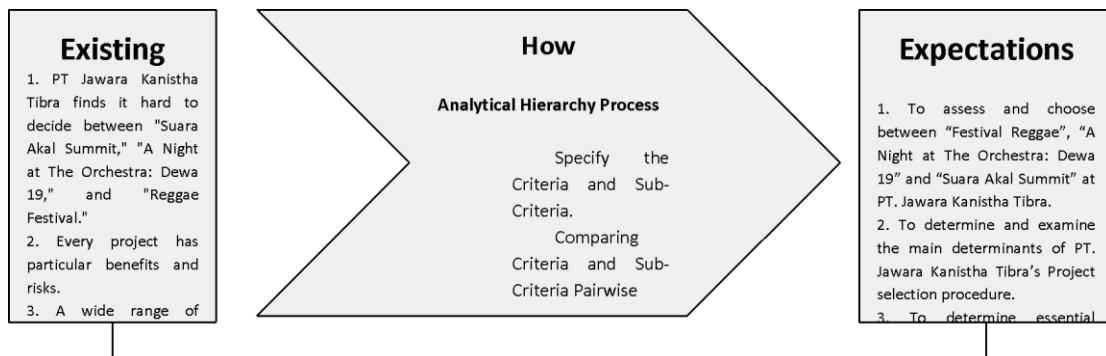


Figure 2.1 Conceptual Framework

Between "Reggae Festival," "A Night at The Orchestra: Dewa 19," and "Suara Akal Summit," PT Jawara Kanistha Tibra faces a lot of difficulties in deciding which project is best. The decision is complicated since every project has a unique set of risks and rewards. The engagement of several stakeholders with disparate interests and the scarcity of financial and human resources exacerbate this predicament. To provide a thorough and equitable review of any project under such circumstances, certain evaluation factors must be taken into account.

METHOD

3.1 Research Design

The research design that forms the study's methodological foundation is presented in this chapter. The design, which is based on a strong theoretical framework, begins with the identification of a business problem and develops specific research questions and objectives. A thorough grasp of the study setting is made possible by the technique, which comprises data collecting through in-depth interviews and historical data analysis. The research

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design that served as the study's guidance is explained in this chapter. A methodical, systematic approach is emphasized, from recognizing business problems to gathering and evaluating data. The goal of this approach is to guarantee that the research can yield practical answers and be applied in a corporate setting. The research design for this study is as follows:

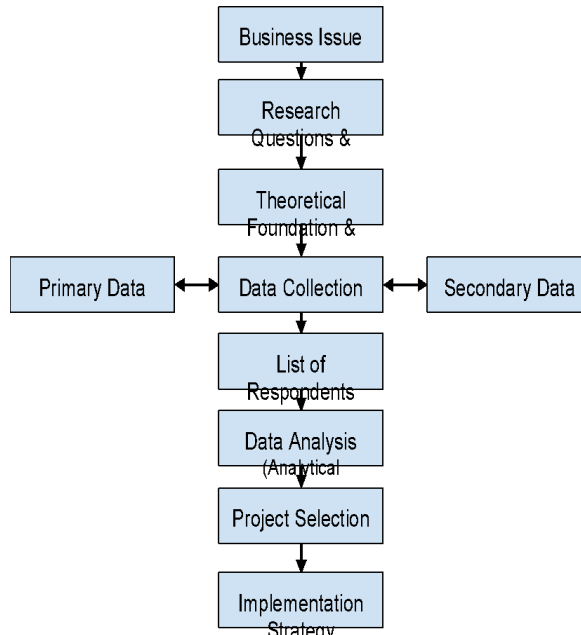


Figure 3.1 Research Design

This graphic shows how research methodology flows, beginning with the identification of business issues. This stage is the first step in precisely identifying pertinent business concerns. On the basis of the business concerns, research questions and objectives are then developed with the goal of offering precise and quantifiable research directions. The theoretical foundation and conceptual framework are then used to construct the research framework. This phase entails creating the conceptual framework and theoretical underpinnings that will direct the entire study.

3.2 Data Collection

To obtain thorough and varied information for the study, a variety of techniques will be used in the data collection process:

3.2.1 Primary Data

Primary data is information that has been provided to the researcher or data collector straight from the source. A direct or indirect observation interview with the research subject is the source of primary data (Sugiyono, 2016).

3.2.1.1 In-depth Interview

In-depth interviews will be performed with a chosen group of relevant stakeholders. Qualitative interviews are a well-established tool for gathering expert thoughts and rich data (Rubin & Rubin, 2011). Researchers have created several questions as follows :

Table 3.1 In-depth Interview Questions

Questions
1. What are the primary criteria that you believe are crucial for PT. Jawara Kanistha Tibra's project selection process, particularly given the company's limited beginning cash and personnel resources?
2. How do you evaluate how the team's capacity to carry out the chosen project is affected by

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human resource constraints?
3. How big of an impact do you think beginning funding has on the choices made about which projects to pursue? Even if they might not be in line with the company's strategic goals, do you think that lower-cost initiatives have a higher chance of being chosen?
4. How do you handle disagreements amongst stakeholders over project selection criteria, particularly when management is pressuring you to choose more lucrative projects?
5. How can you guarantee that judgments made are still objective even when evaluating several factors is subjective?

The questions used for this in-depth interview were specifically crafted to collect thorough and in-depth information from those involved on PT Jawara Kanistha Tibra's project selection procedure. The first question attempted to determine the primary factors that stakeholders thought were crucial in the project selection process, particularly in light of the company's early financial and human resource constraints. This was necessary in order to comprehend the existing restrictions and priorities. The second question focuses on assessing the team's ability to complete the chosen project with a limited number of human resources. This question is essential for figuring out how much internal issues affect the company's capacity to complete the chosen project. Examining how beginning money affects project selection choices is the third inquiry. The effect of financial issues on project strategy and choice, especially the propensity to select low-cost initiatives, must be understood.

3.2.2 Secondary data

3.2.2.1 Literature Review

A literature review is a methodical examination of earlier studies and writings on a certain subject. Understanding the background, identifying knowledge gaps, and offering a theoretical foundation for future study are the objectives. The following is a literature review that was used as a reference by the author in researching this writing:

Table 3.2 Literature Review

Criteria	Sources
Stakeholders Interests	Zhong, Q., Tang, H., Chen, C., & Igor, M. (2022)
Resource Availability	Issa, U., Mosaad, S., & Hassan, M. (2020).
Alignment with Strategic Objectives	Zhong, Q., Tang, H., Chen, C., & Igor, M. (2022)
Project Risk	Zhong, Q., Tang, H., Chen, C., & Igor, M. (2022)

3.3 Data Analysis

A method or approach for gathering, processing, and analyzing data in order to derive useful information is known as a data analysis method. This approach facilitates the gathering, analysis, and decision-making of data. Common methods for analysing data consist of :

3.3.1 Analytical Hierarchy Process

One technique that aids in decision-making is the Analytical Hierarchy Process, or AHP. It was created in the 1970s by Thomas L. Saaty. AHP divides complicated and unstructured issues into a hierarchy of components, including goals, standards, sub-standards, and options. This approach enables decision makers to evaluate these components in pairs, offer numerical evaluations, and ascertain the relative importance or weight of each

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component within the hierarchy. while a variety of qualitative and quantitative variables must be taken into consideration while making judgments, AHP is frequently utilized. Here are some steps in using AHP :

Table 3.3 Scale of Pairwise Comparison Judgment (Saaty, 1990)

Numerical Scale	Verbal Scale	Interpretation
1	Equal importance	Two factors contribute equally to achieve the objective
3	Moderate importance of one over another	Experience and judgement favor one factor over another
5	Strong or essential importance of one over another	Experience and judgement strongly favor one factor over another
7	Very strong importance of one over another	A factor is strongly favored and its dominance demonstrated in practice
9	Extreme importance of one over another	The evidence favoring one factor over another is of the highest possible order of a firmation
2, 4, 6, 8	Intermediate values between the two adjacent judgments	When compromise is needed

The Analytical Hierarchy Process (AHP), a helpful technique for contrasting two components according to their significance in decision-making, is depicted in the picture using a grading system. The numerical values on the scale range from 1 to 9, with compromise ratings denoted by intermediate numbers like 2, 4, 6, and 8. By separating components according to various priorities, this approach aids in decomposing complicated issues and enables better organized and knowledgeable decision-making. On this scale, a score of 1 denotes that two elements are equally important for reaching a certain objective. This indicates that both elements are seen as having an equal influence on the decision-making process. This is often the case when neither component is more prominent than the other and both have an equal influence on the outcome. When one element has a score of 3, it means that it is of moderate importance in relation to the other. Though the difference is not particularly great, experience and judgment favor one component over the other in this situation. The implication is that one component has a tiny edge over the other, but not a significant one.

RESULTS AND DISCUSSION

The author will describe the results and conclusions drawn from the gathered and examined data in this chapter. The primary goal is to comprehend the efficacy and accomplishments of the several events that have taken place, including "A Night at The Orchestra: Dewa 19," "Suara Akal Summit," and "Reggae Festival." The Analytic Hierarchy Process (AHP) approach is the primary analysis tool used to attain better knowledge. AHP offers a methodical framework for setting priorities and improving decision-making by enabling us to assess a variety of pertinent criteria and sub-criteria. By using this method, we are able to offer thorough insights into sustainable and successful event management techniques.

4.1 Analysis

4.1.2 The Weighted Calculation for the Criteria and Sub-Criteria

CRITERIA	Stakeholder Interests	Resource Availability	Project Risk	Alignment Strategy Objectives	Weight	Rank	CR
Stakeholder Interests	1	0.41	0.19	0.18	6.90%	4	0,1%
Resource Availability	2.45	1	0.48	0.4	16.80%	3	
Project Risk	5.38	2.09	1	1.03	37.30%	2	
Alignment Strategy Objectives	5.63	2.51	0.97	1	39.00%	1	

Figure 4.1 Analysis Calculation of Main Criteria

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Stakeholder interest, Resource Availability, Project Risk, and Alignment with Strategic Objectives are the four primary assessment factors that are thoroughly examined in this table. The value of each criterion in relation to the others is assessed, offering a thorough understanding of project decision-making priorities. In the context of this project, stakeholder interests have the lowest weighting (6.90%), meaning that while they are significant, they are not given the same concentration as other factors. This indicates that while stakeholder interests should be taken into account, they have less of an influence on the project's performance than other factors. Since this criteria is placed fourth, other factors should receive greater consideration.

Third place goes to Resource Availability, which has a weight of 16.80%. This demonstrates that while Resource Availability is more important than Stakeholder Interest, Project Risk and Alignment with Strategic Objectives are still more important. The project's capacity to be completed on time and within budget depends on the availability of sufficient resources.

4.1.3. Analysis Calculation of Sub-Criteria

a. Sub-Criteria of Stakeholder Interests

Criteria	Management Support	Customer Satisfaction	Stakeholder Involvement	Weight	Rank	CR
Management Support	1	0.51	3.76	31.80%	2	0.10%
Customer Satisfaction	1.94	1	6.53	59.50%	1	
Stakeholder Involvement	0.27	0.15	1	8.80%	3	

Figure 4.2 Analysis Calculation of Sub-Criteria of Stakeholder Interests

This table offers a thorough examination of the three key project assessment criteria—management support, customer satisfaction, and stakeholder engagement—each of which is ranked according to its relative relevance. At 59.50%, customer satisfaction has the most weight and is ranked first. This demonstrates how crucial it is to meet or beyond client expectations for the project to succeed. Prioritizing customer satisfaction represents the need to make sure that the final product or service satisfies the wants and preferences of the consumer, which may boost client loyalty and the company's reputation. With a weight of 31.80%, Management Support is listed as the second most significant criterion. This highlights how crucial management participation is in setting the project's course, including in strategic decision-making, resource allocation, and offering the assistance required to get over any roadblocks throughout project execution. Project success may be facilitated by strong management support, which guarantees that the team has the tools and clear guidance necessary to meet the objectives.

b. Sub-Criteria of Resource Availability

Criteria	Budget Availability	Team Capacity	Team Availability	Weight	Rank	CR
Budget Availability	1	1.65	2.14	48.10%	1	0.20%
Team Capacity	0.61	1	1.46	30.30%	2	
Team Availability	0.47	0.69	1	21.60%	3	

Figure 4.3 Analysis Calculation of Sub-Criteria of Resource Availability

The three primary project selection criteria—budget availability, team capacity, and team availability—are assessed in this table. Every criterion is assessed to determine its significance within the project's framework. Budget Availability is rated first and has the greatest weighted (48.10%), suggesting that the availability of sufficient funding is crucial to the project's success. A sufficient budget covers resources, operating expenses, and unanticipated requirements, enabling the project to go as planned. With a value of 30.30%, team capacity comes in second, highlighting how crucial it is to finishing project duties and responsibilities. Sufficient team size ensures timely and high-quality project completion and permits flexibility in response to unanticipated challenges or changes. Third place goes to Team Availability, which has a weighting of 21.60%. Although crucial, team availability is viewed as less crucial than Team Capacity and Budget. Nonetheless, sustaining efficient project execution still depends on team members being available and capable of making valuable contributions.

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c. Sub-Criteria of Project Risk

Criteria	Financial Risk	Operational Risk	Market Risk	Weight	Rank	CR
Financial Risk	1	2.99	1.76	52.70%	1	0%
Operational Risk	0.33	1	0.61	17.80%	3	
Market Risk	0.57	1.65	1	29.60%	2	

Figure 4.3 Analysis Calculation of Sub-Criteria of Project Risk

The three risk categories that are important to company decisions are evaluated in this table: Market Risk, Operational Risk, and Financial Risk. To calculate each risk's weight of relevance in the total assessment, it is examined. With the largest weight (52.70%) and top ranking, Financial Risk is the one that has the biggest impact on company choices. Financial risk is the possible loss brought on by changes in the economy and needs to be properly handled to maintain the company's financial stability. Market Risk is rated second with a weight of 29.60%. This illustrates how crucial it is to take into account outside variables like shifting customer tastes, rivalry, and world economic situations that may have an impact on a company's market position. Controlling market risk is essential to sustaining company growth and competitiveness.

d. Sub-Criteria of Alignment with Strategic Objectives

Criteria	Contribution to Company Vision	Increase in Company Value	Innovation & Development	Weight	Rank	CR
Contribution to Company Vision	1	0.34	2.62	23.80%	2	0.40%
Increase in Company Value	2.98	1	6.42	66.50%	1	
Innovation & Development	0.38	0.16	1	9.70%	3	

Figure 4.4 Analysis Calculation of Sub-Criteria of Alignment with Strategic Objectives

This table assesses three important criteria that contribute to the company's success: Innovation & Development, Increasing Company Value, and Contribution to Company Vision. Increasing the company's value is rated first and has the highest weight (66.50%), suggesting that it is the most significant element. This illustrates the primary emphasis on increasing market value and financial growth, both of which are clear signs of company success. With a weighting of 23.80%, Contribution to Company vision comes in second. This criteria highlights how crucial it is to make sure that every project and aim is in line with the long-term goals of the company. This alignment supports long-term growth and market relevance by ensuring that the company is heading in a direction that is compatible with its strategic objectives. Third place goes to innovation and development, which has a weight of 9.70%. Innovation and development are crucial for promoting renewal and adaptability in the face of technological and commercial shifts, even if they carry the least weight. Even though it is seen as less important than enhancing the company's value and goal, ongoing innovation may provide it with a competitive advantage.

e. Global Weight

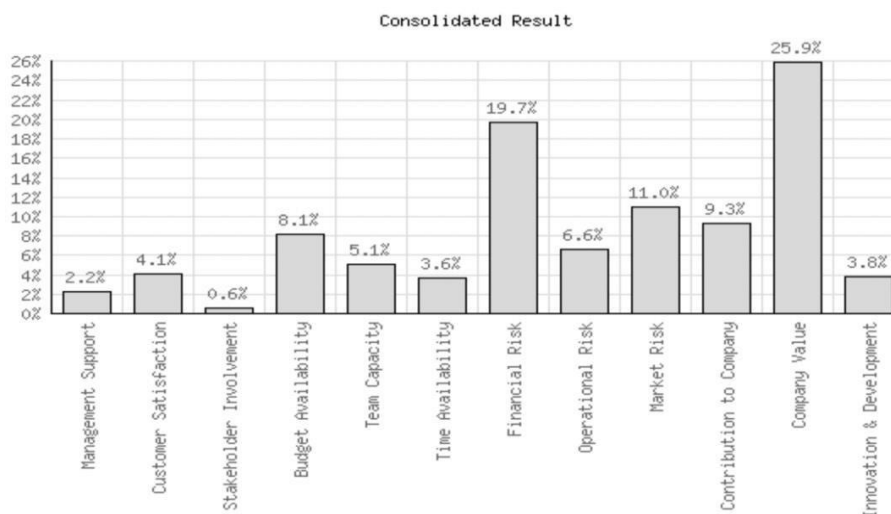


Figure 4.5 Analysis Calculation of Global Weight

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This graph displays the combined outcomes of several elements that affect a project or initiative's success for a company. The percentage that each component contributes to the overall goal is used to quantify it. With the largest contribution of 25.9%, company value dominates, highlighting how crucial it is to make growing company value a primary focus. Financial Risk comes in second with 19.7%, suggesting that controlling Financial Risk is essential to the company's financial health. The contributions of Market Risk and Contribution to the Company Vision are 11.0% and 9.3%, respectively, suggesting that outside influences and Alignment with the Company's Vision are also important. In order to guarantee that the project can move forward with sufficient resources, Budget Availability (8.1%) and Team Capacity (5.1%) are crucial. At 6.6%, Operational Risk is in the center, emphasizing the necessity of reducing operational interruptions. Despite being significant, Customer Satisfaction (4.1%) and Innovation and Development (3.8%) have less of an effect than the other factors.

4.1.3.3 Analysis Calculation of Alternatives

Goals	Criteria	Local Weight (Criteria)	Sub-Criteria	Local Weight (Sub-Criteria)	Global Weight	A Night at The Orchestra : Dewa 19	Suara Akal Summit	Reggae Festival
Project Decision Making	Stakeholder Interest	0.062	Management Support	0.31%	1.90%	0.686	0.088	0.225
			Customer Satisfaction	0.58%	3.60%	0.646	0.1	0.254
			Stakeholder Involvement	0.11%	0.70%	0.527	0.222	0.251
	Resources Availability	0.161	Budget Availability	0.70%	11.20%	0.648	0.074	0.278
			Team Capacity	0.06%	1.00%	0.617	0.081	0.303
			Time Availability	0.24%	3.80%	0.535	0.093	0.372
	Project Risk	0.555	Financial Risk	0.35%	19.50%	0.621	0.076	0.303
			Operational Risk	0.09%	4.90%	0.595	0.084	0.321
			Market Risk	0.56%	31.00%	0.631	0.079	0.29
	Strategy Objectives	0.222	Contribution to Company	0.18%	4.00%	0.682	0.098	0.221
			Company Value	0.75%	16.70%	0.662	0.076	0.263
			Innovation & Development	0.07%	1.60%	0.672	0.08	0.248
							63.40%	8.10%

Figure 4.6 Analysis Calculation of Alternatives

The project's decision-making process is detailed in this table, which compares three events—"A Night at The Orchestra: Dewa 19," "Suara Akal Summit," and "Reggae Festival"—to a number of criteria and sub-criteria. Every major criterion has a local weight that corresponds to how important it is in the context of making decisions. With sub-criteria like Management Support (0.31%), Customer Satisfaction (0.58%), and Stakeholder Involvement (0.11%), Stakeholder Interest has a local weight of 0.062. At 3.60%, Customer Satisfaction contributes the most globally in this area. With a local weight of 0.161, Resource Availability is graded together with sub-criteria including Time Availability (0.24%), Team Capacity (0.06%), and Budget Availability (0.70%). At 11.20%, Budget Availability has the biggest global impact.

4.2 Business Solution

4.2.1 AHP Results

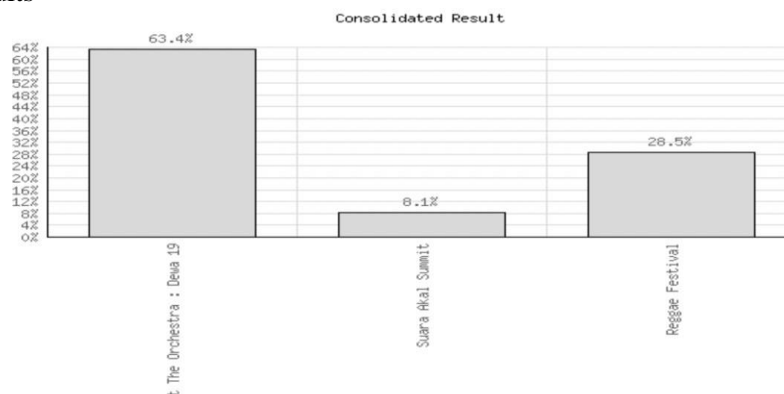


Figure 4.7 AHP Results

Based on the project criteria for evaluation, this graph displays the combined outcomes of three important events: "A Night at The Orchestra: Dewa 19," "Suara Akal Summit," and "Reggae Festival." With the highest score of 63.4%, "A Night at The Orchestra: Dewa 19" stands out as the event that most closely fits with the evaluation criteria. This might indicate that the event has the best Contribution to the Company's Vision, Increasing Value, and Controlling Risk.

4.2.2 Selected Project

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After using the Analytic Hierarchy Process (AHP) technique to the study, "A Night at The Orchestra: Dewa 19" was determined to be the best suitable project. With the best alignment with the evaluation criteria, this project received the highest possible score of 63.4%. Among the primary reasons for this choice is the project's connection with the business's strategic goals, which has the greatest weighting (39.00%) in the evaluation of the criteria. Because of this congruence, the project is guaranteed to contribute to the company's long-term vision and objectives in addition to meeting immediate needs. Furthermore, "A Night at The Orchestra: Dewa 19" has a great potential for raising the company's value, which is the most significant component that contributes to the success of the business and has the highest weight of 66.50%. Additionally, this project is thought to be stronger in terms of risk management, particularly with regard to market risk, which contributes the most globally (31.0%). This is significant because, with a weight of 37.30%, project risk ranks as the second most important criterion, demonstrating the importance of risk identification and management in project evaluation.

4.3 Implementation Plan & Justification

Table 4.3 Implementation Plan

No.	Activities	2025									
		April	May	June	July	August	September	October	November	Desember	
1	Planning to Run the Selected Project										
2	Implementing the results of the project planning										
3	Finding Sponsors and Vendors										
4	Submitting a Report to the Board of Directors on the Results of the Work										
5	Event Underway										

The five main scheduled activities for 2025 are included in this activity table. First, from April to May, "Planning to Run the Selected Project" is underway. This stage highlights how crucial thorough planning is to a project's successful completion. From June to September, "Implementing the Results of the Project Planning" is the next planned activity. During this phase, the developed plans are put into action, and the project is completed methodically and in phases. From July to August, the third activity, "Finding Sponsors and Vendors," is conducted. Finding sponsors and suppliers that can meet the project's financial and logistical demands is the main priority during this time. October and November are then set aside for "Submitting a Report to the Board of Directors on the Results of the Work." This task entails writing and delivering a report to the board of directors detailing the work's outcomes, including successes, difficulties, and suggestions for further action.

4.3.1 Table of Responsibilities

Table 4.4 Table of Responsibilities

No.	Activities	PIC	KPI
1.	Planning to Run the Selected Project	Project Manager	The project plan document was finished by May.
2.	Implementing the Results of the Project Planning	Internal Team & Project Manager	Project Milestones Reached by July
3.	Finding Sponsors and Vendors	Marketing Division	Total number of vendors and sponsors signed by September
4.	Submitting a Report to the Board of Directors on the Results of the Work	Project Manager	Report delivered in by November
5.	Event Underway	Project Manager	Event Executed Successfully by December

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This Responsibility Table lists the organized roles and duties involved in carrying out a project. Every task included in this table has a designated person in charge (PIC) and key performance indicators (KPIs) that are intended to guarantee the project's effectiveness and success.

- 1. Planning to Run the Selected Project:** The project manager, who is in charge of finishing the project plan document in May, is in charge of this action. One of the planning phase's major performance indicators is the timely completion of this document.
- 2. Implementing the Results of the Project Planning:** The Internal Team and the Project Manager must work together to implement the planning outcomes. The accomplishment of project milestones set for July serves as an indicator for the activity's success.
- 3. Finding Sponsors and Vendors:** The Marketing Division is in charge of finding the required suppliers and sponsors. The total number of vendors and sponsors that were successfully registered in September is the Key Performance Indicator (KPI) for this activity.
- 4. Submitting a Report to the Board of Directors on the Results of the Work:** Additionally, the Project Manager is in charge of putting together and delivering a work report to the Board of Directors. The deadline for submitting this report is November, which is the KPI for this activity.
- 5. Event Underway:** The project was finally completed in December when the event was executed successfully. The project manager was in charge of making sure everything went off without a hitch and as planned.

To guarantee that every aspect of the project is appropriately monitored and finished to the required standards, this table acts as a precise and quantifiable guide. To accomplish the intended outcomes, the project team may function efficiently by establishing clear roles and KPIs.

CONCLUSION

This thesis concludes by stating that all research issues have been satisfactorily addressed. The Analytic Hierarchy Process (AHP) approach, which has been thoroughly examined in this thesis, was used in this study to evaluate and choose among three projects at PT. Jawaara Kanistha Tibra: "Reggae Festival," "A Night at The Orchestra: Dewa 19," and "Suara Akal Summit."

Second, this study has identified and examined the key elements that impact PT. Jawaara Kanistha Tibra's project selection process, which encompasses a number of variables and stakeholder interests.

Lastly, the key elements and strategy for implementing the project successfully have been identified, ensuring that the results of the study do not only provide long-term financial benefits but also support the strategic goals of the company.

The Analytic Hierarchy Process (AHP) technique of project selection at PT. Jawaara Kanistha Tibra (JKT) has been thoroughly examined in this thesis. By taking into account a number of variables and stakeholder interests, this research seeks to evaluate and choose between three projects: the "Reggae Festival," "A Night at The Orchestra: Dewa 19," and the "Suara Akal Summit." By taking into account a variety of elements and the viewpoints of several stakeholders, the AHP technique enables more organized and objective decision-making. "A Night at The Orchestra: Dewa 19" had the highest score from the study, suggesting that this project most closely satisfies the assessment criteria. In contrast, "Reggae Festival" and "Suara Akal Summit" both scored lower, suggesting that these two initiatives need to be further modified to better fit the goals of the business.

In addition to taking into account immediate financial benefits, this choice advances a company's long-term strategic objectives. For future project evaluation and selection, PT Jawaara Kanistha Tibra can offer better direction by employing a more objective and methodical approach. The quality of judgments made is enhanced by this approach, which also guarantees that each choice is backed by in-depth investigation and strict consideration. Overall, this study offers insightful information about how businesses may overcome the difficulties of choosing the best project in the face of varied stakeholder interests and resource limitations. Therefore, this study offers improved recommendations for assessing and choosing projects in the future, guaranteeing that every choice is backed by thorough research and thoughtful consideration.

Recommendation

PT. Jawaara Kanistha Tibra's problem owners are advised to enhance collaboration and thorough study throughout the project selection phase. This is crucial to ensuring that the project is chosen appropriately and that it is implemented successfully. Aside from the complex project evaluation process that involves many factors and

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stakeholder interests, it is also critical to take into account the constraints of financial and human resources. For future project evaluation and selection, PT Jawara Kanistha Tibra can offer better guidance by employing a more objective and methodical approach. In order to stay current with changes in the business environment and the strategic requirements of the company, it is also advised that the criteria and sub-criteria utilized in the AHP be evaluated on a regular basis. As a result, PT Jawara Kanistha Tibra may keep making better judgments and guarantee that any project chosen will contribute as much as possible to the long-term objectives of the business. By doing this, the business can guarantee that any project chosen may offer a substantial amount of value and become more sensitive to changes in the market.

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