# **ABSTRACT**

Kezia Esther / 53150054 / 2019 / Fuzzy Logic Implementation on a Web-Based Product Offering System (Case Study: YIS Production) / Akhmad Budi, S. Kom., M. M., M. Kom

Product offering is an important thing that is done by a company, especially those engaged in suppliers. The problem in determining the product to be offered is that the process of determining the product is not necessarily right because it does not yet know the exact criteria and the processed data is still manual so that it takes a long time. In addition, the results of product offerings always change because the company's transaction data will always increase.

Offering is something that is created, communicated and communicated to the community so that it becomes an important part of the marketing department. Fuzzy logic is a method for formulating human capacity from improper reasoning. Fuzzy logic is a problem-solving control algorithm that mimics human intelligence in making conclusions based on vague or ambiguous inputs.

Data collection techniques in this study were carried out by conducting interviews and being qualitative. The data obtained was analyzed by setting criteria from the company where the researcher used warehouse stock and sales. By using fuzzy logic, the product offering process uses steps according to fuzzy logic rules that are easy to understand.

In accordance with the criteria set, the results of the research show products in the form of ranks displayed based on the highest to lowest score. Products with low warehouse stock and high sales numbers are ranked top and vice versa. The product offering system using fuzzy logic also does not take a long time in making the offering score for each product.

The product offering process makes it easy for companies to offer products by providing product information and offering scores. Thus, the product offering system can be used to provide product recommendations that become decision support system in offering products to various stores.

**Kata Kunci : Fuzzy Logic, Product Offering**