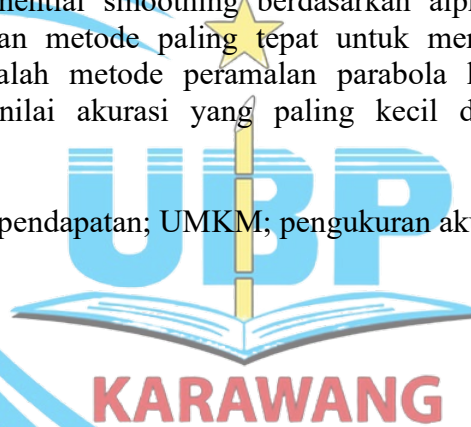


ABSTRAK

Penelitian ini bertujuan untuk: (1) mengetahui, mengkaji, membahas, dan menjelaskan bagaimana penggunaan metode moving average, exponential smoothing, dan parabola kuadrat dalam peramalan pendapatan UMKM Rokupang Karawang; (2) mengetahui, mengkaji, membahas, dan menjelaskan Mana metode peramalan pendapatan yang paling tepat digunakan pada UMKM Rokupang Karawang berdasarkan perhitungan Mean Absolute Deviation (MAD), Mean Squared Error (MSE), dan Mean Absolute Percentage Error (MAPE). Penelitian dilakukan dengan menggunakan metode deskriptif kuantitatif, yaitu melalui studi literatur yang dilakukan dengan mempelajari literatur yang berkaitan dengan topik penelitian, serta studi lapangan yang dilakukan melalui wawancara dan observasi langsung untuk mendapatkan gambaran mengenai situasi dan kondisi UMKM. Berdasarkan hasil penelitian, diantara metode peramalan moving average periode 5 bulan, exponential smoothing berdasarkan α 0,5 dan parabola kuadrat yang merupakan metode paling tepat untuk meramalkan pendapatan UMKM Rokupang adalah metode peramalan parabola kuadrat karena pada metode ini memiliki nilai akurasi yang paling kecil dibandingkan metode peramalan yang lain.

Kata kunci: peramalan; pendapatan; UMKM; pengukuran akurasi



ABSTRACT

This research is aimed to: (1) find out, examine, discuss, and explain how to use the moving average, exponential smoothing, and quadratic parabola methods in forecasting the income of UMKM Rokupang Karawang; (2) find out, examine, discuss, and explain which income forecasting method is most appropriate for UMKM Rokupang Karawang based on the calculation of Mean Absolute Deviation (MAD), Mean Squared Error (MSE), and Mean Absolute Percentage Error (MAPE). The research was conducted using quantitative descriptive methods, namely through literature studies conducted by studying literature related to the research topic, as well as field studies conducted through interviews and direct observation to get an overview of the situation and condition of UMKM. Based on the results of the study, among the 5-month moving average forecasting methods, exponential smoothing based on alpha 0.5 and quadratic parabola which is the most appropriate method for forecasting the income of UMKM Rokupang is the quadratic parabolic forecasting method because this method has the smallest accuracy value compared to other methods. another forecast.

Keywords: forecasting; revenue; UMKM; measurement accuracy

