TIME SERIES ANALYSIS of SHAMPOO SWITZAL SALES IN JAKARTA and JAWA BARAT

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ABSTRAK

PT Sara Lee Indonesia is the development company that produced the face, skin and body treatment. Product the consumer demand that higher not always same time by time, and ussually showed the decreasing cost. So that, from that things influence the total of sales production which is in the company. Based of that,so it can be made the forecast about total sales production one of product at PT Sara Lee Indonesia that is switzal shampoo in upcoming time. In this reasearch used 2 forecast methods. There are Decomposition method and ARIMA Box Jenkins method. This reasearch have a purpose to get appropriate forecasting method for the date of switzal shampo sales size 250 ml and 500 ml and also get the forecast value for Januari until December 2010 periode. From the that 2 method which is use at this rea-search so ascertainable the appropriate method for analysing the switzal shampoo sales size 250 ml and 500 ml is the ARIMA Box – Jenkins because the method have the least MAPE value that the other method.

Key Word: Decomposition Method, ARIMA Box-Jenkins, Forecasting and MAPE