PRODUCT DEMAND SALES FORECASTING
APPLICATION DEVELOPMENT WITH EXPONENTIAL
SMOOTHING HOLTS WINTER TIME SERIES METHOD
IN PT. TELEKOMUNIKASI INDONESIA Tbk

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Abstract
The demand forecasting installation of Speedy's Product is very important for PT. Telekomunikasi Indonesia Tbk. Due to the presence of the forecasting, the management will be able to do the planning and decision effectively and efficiently. During this time, PT. Telekomunikasi Indonesia Tbk especially in Surabaya East Java region has not made planning the installation of Speedy products.

Therefore, in this final project had done development of application using Holts Winter forecasting method to estimate the demand of installation of Speedy products next period. Holts Winter is used because it is the best method to handle the data which is has a seasonal effect. The application was built by using Microsoft Visual Basic for application.

The forecasting results from the test show that Holts Winter method has pretty enough accuracy with MAPE values between 20&-50%, is equal to 20.33%. With such accuracy, forecasting results are expected to help the company in making decision and planning more effective and efficient, particularly in the number of Speedy's installation product demand.

Keywords— forecasting; Holts Winter; installation; planning; products