

UMKM Class Determination Support System Using Profile Matching

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Abstract

UMKM are businesses run by individuals, households, or small business entities. The classification of MSMEs is usually carried out with limits on turnover per year, the amount of wealth or assets, and the number of employees. Determining the UMKM class using the profile matching method which can make effective decisions on existing problems. With the decision support system to determine the class of UMKM in determining the class of UMKM by looking at the highest value of the ranking results based on several aspects of the assessment including turnover, assets, human resources, marketing, and permits. The results of the calculation for the assessment of the Micro UMKM class for PT Hasta Karya Nugraha are 1.5275 for the Micro UMKM Class Appropriate because it passes the minimum standard value for Micro MSMEs, the Small MSME Class for PT Hasta Karya Nugraha is 2.2975 Appropriate because it passes the minimum standard value for Small UMKM, and The Small UMKM class for PT Hasta Karya Nugraha is 2.3 Not suitable because it does not pass the minimum standard value for Medium UMKM. As for the results of the calculation of the assessment of the Micro UMKM class for CV Permata Jaya, namely 0.54 the Micro MSME Class is Appropriate because it passes the minimum standard value for Micro MSMEs, the Small UMKM Class for CV Permata Jaya is Appropriate because it passes the Small MSME minimum standard value, and the Small UMKM Class for CV Permata Jaya. CV Permata Jaya which is 1.62 Appropriate because it passes the minimum standard value of Medium UMKM. The conclusion of the assessment results of the application of the profile matching method to determine UMKM to move up the class for PT Hasta Karya Nugraha is in the Micro class, and CV Permata Jaya is in the Middle class.

Keywords: Class Determination; Decision Support System; Profile Matching; Rangkings; UMKM

1. INTRODUCTION

This technology is not only used as an electronic communication tool, but is also an important tool that every business person must have to coordinate and archive various other important documents properly.[1], [2]. This technology is also used to manage information in real time. This is an important part of the competitive pressures of business with increasingly complex administrative tasks, the economic impact of globalization, and the importance of faster response times. Information technology that exists today aims to solve a problem, open up creativity, increase effectiveness and efficiency in doing work. With the information technology makes human work easier and more efficient. In other words, because creativity, effectiveness and efficiency are needed in a work system, this information technology is then created[3], [4].

UMKM are businesses run by individuals, households, or small business entities. The classification of UMKM is usually carried out with limits on turnover per year, the amount of wealth or assets, and the number of employees. Meanwhile, businesses that are not included as UMKM are categorized as large businesses, namely productive economic businesses carried out by business entities with a net worth or annual sales income greater than medium-sized businesses, which include state-owned or private national businesses, joint ventures, and foreign businesses. conducting economic activities in Indonesia. Law No. 20 of 2008 concerning UMKM states that UMKM are small companies owned and managed by a person or owned by a small group of people with a certain amount of wealth and income.

Decision Support System (DSS) or Decision Support System (DSS) is a system that is able to provide problem solving skills and communication skills for problems with semi-structured and unstructured conditions[5], [6]. This system is used to assist decision making in semi-structured and unstructured situations, where no one knows for sure how decisions should be made. DSS aims to provide information, guide, predict and direct information users to make better decisions [5], [6]. DSS is the implementation of decision-making theories that have been introduced by sciences such as operations research and management science, the only difference is that in the past, to find a solution to the problem at hand, iteration calculations must be done manually (usually to find the minimum, maximum, or maximum value). optimum), now the PC computer has offered its ability to solve the same problem in a relatively short time.

Profile Matching is a decision-making mechanism by assuming that there is an ideal profile that an object must have, the profile functions as a predictor variable, not as a minimum standard that must be met or passed, meaning that the ideal profile is used as a benchmark in determining suitability. profile[7]–[9]. The Profile Matching method is a decision-making mechanism by assuming that there is an ideal level of predictor variables that must be met by the subjects studied, not a minimum level that must be met or passed. For example, its application to evaluating employee performance for promotion, football player management, eligible scholarship recipients and others. The concept of this method is to find people who have a profile as close as possible to the vacant position. The calculation process in the Profile Matching method, begins with defining the minimum value for each assessment variable. The difference between each test data value against the minimum value of each variable is a gap which is then given a weight.

In supporting this research, the authors take references from previous research on decision support systems and SMEs. Research conducted in 2021 by Risa Dwi Kurniati concluded that measuring the feasibility of SMEs based on

financial and non-financial aspects and grouping the categories of SMEs[10]. Research conducted in 2018 by Inggit Sumirah resulted in recommendations for determining MSME priorities in West Bandung Regency by ranking every business actor[11]. Research conducted in 2021 by Agung Wahyu Hadiana resulted in recipients of award certificates and assistance for the best business actors[12]. Research conducted in 2022 by Ipan Sugiana resulted in the determination of MSMEs in obtaining capital assistance and support to enable the development of MSMEs[13].

This study aims to determine the MSME class by using the profile matching method which can make effective decisions on existing problems. With the decision support system to determine the class of UMKM in determining the class of UMKM by looking at the highest value of the ranking results based on several aspects of the assessment including turnover, assets, human resources, marketing, and permits.

2. RESEARCH METHODOLOGY

2.1 Research Framework

The research framework is a concept in research that links the visualization of one variable with other variables, so that this research framework becomes more structured systematically but it can also be accepted by any party[14]–[16]. The framework of this research can be seen in Figure 1. below.

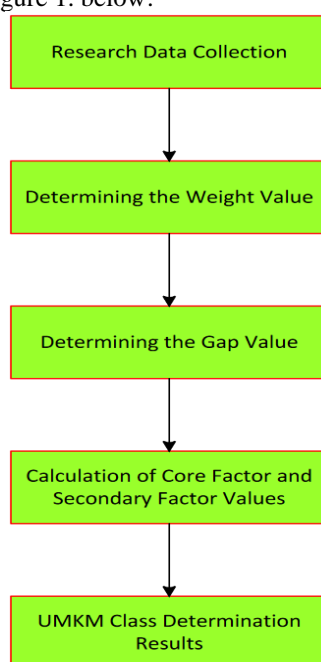


Figure 1. Research Framework

- a. **Research Data Collection**
 Research data collection uses descriptive qualitative methods, namely by taking data used by companies turnover aspect, asset aspect, hr aspect, marketing aspect, and aspect of permit
- b. **Determining the Weight Value**
 This stage determines each weight value of the 5 aspects used. Table I is the weight value of each aspect used.

Table 1. Aspect Criteria

Criteria	Weight (%)
Turnover Aspect	35
Asset Aspect	25
HR Aspect	15
Marketing Aspect	15
Aspect of Permit	10

- c. **Determining the Gap Value**
 This stage is the process of determining the gap or difference in each aspect of the criteria used to further assess the accumulation of the gap value mapping. The gap mapping has been completed, then the results from the mapping are given a weighted value according to the benchmark gap value weight table
- d. **Calculation of Core Factor and Secondary Factor Values**
 each of the criteria for assessing the sub-criteria is divided into two categories, namely the Core Factor (NFC) and Secondary Factor (NSF) scores. NFC is the value in the sub-criteria which is the main factor among the other sub-criteria. While the NSF is the value on the sub-criteria which is a companion factor among other sub-criteria.

However, generally the weight on the core factor is always greater than the secondary factor. To calculate NFC and NSF from the average weighted value of each aspect

e. **UMKM Class Determination Results**

This stage compares each of the total values of UMKM and determines the UMKM class based on calculations using profile matching.

2.2 Profile Matching

The profile matching method is a method that is often used as a mechanism in decision making by assuming that there is an ideal level of predictor variables that must be met by the subjects studied, not a minimum level that must be met or passed.[17]–[19]. The steps in completing the calculation using the Profile Matching method are::

1. **Assessment Aspect.**

The first step that must be done is to determine the assessment aspects on the core factor (main factor) and secondary factor (second factor).

2. **Competency GAP Mapping**

The competency gap is the difference between the criteria a person has and the desired criteria. The competency GAP formula is: $GAP = Criteria Value - Minimum Value$.

3. **Weighting**

If the GAP mapping has been completed, then the results of the mapping are given a weighted value according to the GAP value weighting table benchmark, as shown in the following Table 1.

Table 2. Weighting Value

Difference	Value Weight	Information
0	5	No difference (competence as required)
1	4,5	Excess competence 1 level / level
-1	4	Competency deficiency 1 level / level
2	3,5	Excess competence 2 levels / level
-2	3	Competency deficiency 2 level / level
3	2,5	Excess competence 3 levels / level
-3	2	Competence deficiency 3 levels / level
4	1,5	Competence excess 4 levels / level
-4	1	Competency deficiency 4 level / level

4. **Calculation and grouping of Core Factor and Secondary Factor.**

After the weight of the GAP value is determined, it is divided into 2 groups, namely Core Factor and Secondary Factor. The formula for calculating the Core Factor is as follows

$$NCF = \frac{\sum NC}{\sum IC} \tag{1}$$

Information :

- NCF : average core factor
- NC : total value core factor
- IC : number of item core factor

While the formula for calculating the Secondary Factor is as follows:

$$NSF = \frac{\sum SC}{\sum IS} \tag{2}$$

Keterangan :

- NSF : average secondary factor
- NS : total value secondary factor
- IS : number of item secondary factor

5. **Total Value Calculation**

The calculation of the Core Factor and Secondary Factor of each aspect, then the total value of each aspect is calculated which is estimated to affect the performance of each profile. The calculation of the total value can be shown in the equation below :

$$N = (X)\% NCF + (X)\% NSF \tag{3}$$

Information :

- N : The total value of each aspect
- NCF : Average core factor
- NSF : Average secondary factor
- (X)% : Entered percentage value

6. **Calculation of Rank Value**

The final result of the profile matching process is the ranking of candidates submitted to fill a certain position. The calculation of the total value can be shown in the equation below

$$Rank = 70\% NCF + 30\% NSF \tag{4}$$

Information :

NCF : Value Core Factor
 NSF : Value Secondary Factor

3. RESULTS AND DISCUSSION

The calculation process in the profile matching method begins with defining the minimum value for each assessment variable. The difference between each test data value against the minimum value of each variable is a gap which is then given a weight. The weight of each variable will be calculated on average based on the group of variables. Core Factor (CF) has a weight of 70%, and Secondary Factor (SF) has a weight of 30%. The composition of CF plus SF is 100%, depending on the interests of the user of this method. The last stage of this method, is the process of accumulating CF and SF values based on the values of the data variables. In the selection required aspects, criteria and weights to perform calculations. In this case the aspects/criteria are divided into 5 (five), namely turnover, assets, human resources, marketing, and permits. Each criterion has criteria and target values. For the criteria there are two sub, core factor and secondary factor.

3.1 Class Rating Standard UMKM

3.1.1 Determining Criteria

Aspects of the criteria in the application of the profile matching method to determine UMKM to be promoted can be seen in Table 3 below.

Table 3. Aspect Criteria

Criteria	Weight (%)	Grouping
Turnover Aspect	35	Core Factor
Asset Aspect	25	Core Factor
HR Aspect	15	Secondary Factor
Marketing Aspect	15	Secondary Factor
Aspect of Permit	10	Secondary Factor
Total	100	

3.1.2 Determining Aspects of Sub Criteria

Aspects of sub-criteria in the application of the profile matching method to determine MSMEs to advance to grade based on 5 (five) predetermined criteria. The sub-criteria aspects can be seen in Table 4 below.

Table 4. Aspects of Sub Criteria

Criteria	Sub Criteria	Value Sub Criteria
Turnover Aspect	>50.000.000.000	5
	2.500.000.000 - 50.000.000.000	4
	1.000.000.000 - 2.500.000.000	3
	500.000.000 - 1.000.000.000	2
	300.000.000 - 500.000.000	1
Asset Aspect	>10.000.000.000	5
	5.000.000.000-10.000.000.000	4
	500.000.000-5.000.000.000	3
	250.000.000-500.000.000	2
HR Aspect	50.000.000-250.000.000	1
	Good	5
	Medium	3
Marketing Aspect	Low	1
	Good	5
	Medium	3
Aspect of Permit	Low	1
	Have	5
	Processing	3
	Do no have	1

3.1.3 Determining MSME Criteria Value Standards

The value of the sub-criteria in the application of the profile matching method to determine UMKM to advance to grade can be seen in Table 5 below.

Table 5. Value Sub Criteria

UMKM	Criteria	Standart Value Criteria
Micro	Turnover Aspect	1
	Asset Aspect	1
	HR Aspect	1
	Marketing Aspect	1
	Aspect of Permit	1
Small	Turnover Aspect	3
	Asset Aspect	3
	HR Aspect	3
	Marketing Aspect	3
	Aspect of Permit	3
Intermediate	Turnover Aspect	5
	Asset Aspect	5
	HR Aspect	3
	Marketing Aspect	3
	Aspect of Permit	3

3.1.4 Determining the Standards of UMKM Feasibility Value

The calculation of the standard value of UMKM in the application of the profile matching method to determine MSMEs to advance to class can be seen in Table 6 the following.

Table 6. UMKM Class Value Standard

UMKM	Criteria	Value Standart UMKM	Value Criteria	Value Gap	Result Value Gap
Micro	Turnover Aspect	1	5	-4	1
	Asset Aspect	1	5	-4	1
	HR Aspect	1	5	-4	1
	Marketing Aspect	1	5	-4	1
	Aspect of Permit	1	5	-4	1
Small	Turnover Aspect	3	5	-2	3
	Asset Aspect	3	5	-2	3
	HR Aspect	3	5	-2	3
	Marketing Aspect	3	5	-2	3
	Aspect of Permit	3	5	-2	3
Intermediate	Turnover Aspect	5	5	0	5
	Asset Aspect	5	5	0	5
	HR Aspect	3	5	-2	3
	Marketing Aspect	3	5	-2	3
	Aspect of Permit	3	5	-2	3

The calculation of the MSME standard value for the value of the core factor and secondary factor from the gap value as in formulas (1) and (2), then calculate the weight value of the core factor and secondary factor as in formula (3) which has been obtained in the application of the profile matching method to determine SMEs to advance to class can be seen in Table 7 below.

Table 7. Calculation of UMKM Core Factor and Secondary Factor Values

UMKM	Aspect	Value Results Gap	Weight CF, SF	Value Results
Micro	Turnover Aspect	1	70%	0,7
	Asset Aspect	1	70%	0,7
	HR Aspect	1	30%	0,3
	Marketing Aspect	1	30%	0,3
	Aspect of Permit	1	30%	0,3
Small	Turnover Aspect	3	70%	2,1
	Asset Aspect	3	70%	2,1
	HR Aspect	3	30%	0,9
	Marketing Aspect	3	30%	0,9
	Aspect of Permit	3	30%	0,9
Intermediate	Turnover Aspect	5	70%	3,5
	Asset Aspect	5	70%	3,5
	HR Aspect	3	30%	0,9
	Marketing Aspect	3	30%	0,9
	Aspect of Permit	3	30%	0,9

After obtaining the core factor value and secondary factor value, the process of calculating the core factor value and secondary factor value will be carried out with each criterion weight value in formulas (4). The calculation of the criteria values can be seen in Table 8 the following.

Table 8. Calculation of the Weight Value of the UMKM Class Criteria

UMKM	Aspect	Value Results	Weight Criteria	Final Results
Micro	Turnover Aspect	0,7	35%	0,245
	Asset Aspect	0,7	25%	0,175
	HR Aspect	0,3	15%	0,045
	Marketing Aspect	0,3	15%	0,045
	Aspect of Permit	0,3	10%	0,03
Final Result Standard Minimum Score UMKM Micro				0,54
Small	Turnover Aspect	2,1	35%	0,735
	Asset Aspect	2,1	25%	0,525
	HR Aspect	0,9	15%	0,135
	Marketing Aspect	0,9	15%	0,135
	Aspect of Permit	0,9	10%	0,09
Final Result Standard Minimum Score UMKM Small				1,62
Intermediate	Turnover Aspect	3,5	35%	1,225
	Asset Aspect	3,5	25%	0,875
	HR Aspect	0,9	15%	0,135
	Marketing Aspect	0,9	15%	0,135
	Aspect of Permit	0,9	10%	0,09
Final Result Standard Minimum Score UMKM Intermediate				2,46

The result of calculating the final value of each class of UMKM is obtained, namely Micro UMKM, the minimum value based on calculations using the profile matching method is 0.54. Small UMKM, the minimum value based on the calculation using the profile matching method is 1.62. Medium UMKM, the minimum value based on the calculation using the profile matching method is 2.46. If the value of MSMEs is obtained and is below the standard value of the UMKM class, it is not included in the class promotion, on the contrary, if it exceeds the UMKM class, it can be promoted to the UMKM class.

3.2 UMKM Class Determination Calculation

Calculation of assessment examples in the application of the profile matching method to determine UMKM to advance to grade. There are 2 UMKM, namely PT Hasta Karya Nugraha, and CV Permata Jaya for the simulation of determining UMKM to advance to class. The following is an example of a calculation simulation using profile matching which can be seen in Table 9 the following.

Table 9. Example of UMKM Assessment

UMKM Name	Criteria	Sub Criteria	Value Sub Criteria
PT Hasta Karya Nugraha	Turnover Aspect	2.500.000.000 - 50.000.000.000	4
	Asset Aspect	500.000.000 - 5.000.000.000	3
	HR Aspect	Medium	3
	Marketing Aspect	Low	1
	Aspect of Permit	Have	5
CV Permata Jaya	Turnover Aspect	>50.000.000.000	5
	Asset Aspect	>10.000.000.000	5
	HR Aspect	Good	5
	Marketing Aspect	Good	5
	Aspect of Permit	Have	5

The results of the assessment of the UMKM then calculate the value of the gap from each UMKM assessment that has been obtained. The results of the calculation of the UMKM gap value can be seen in Table 10 the following.

Table 10. Calculation of UMKM Gap Value

UMKM Class Micro				
UMKM Name	Micro Grade Standard	Value Sub Criteria	Value Gap	Value Result Gap
PT Hasta Karya Nugraha	1	4	-3	2,5
	1	3	-2	3
	1	3	-2	3
	1	1	0	5
	1	5	-4	1

UMKM Class Micro					
UMKM Name	Micro Grade Standard	Value Sub Criteria	Value Gap	Value Result	Gap
CV Permata Jaya	1	5	-4	1	
	1	5	-4	1	
	1	5	-4	1	
	1	5	-4	1	
	1	5	-4	1	
UMKM Class Small					
PT Hasta Karya Nugraha	3	4	-1	4	
	3	3	0	5	
	3	3	0	5	
	3	1	2	3,5	
	3	5	-2	3	
CV Permata Jaya	3	5	-2	3	
	3	5	-2	3	
	3	5	-2	3	
	3	5	-2	3	
	3	5	-2	3	
UMKM Class Intermediate					
UMKM Name	Micro Grade Standard	Value Sub Criteria	Value Gap	Value Result	Gap
PT Hasta Karya Nugraha	5	4	1	4,5	
	5	3	2	3,5	
	5	3	2	3,5	
	5	1	4	1,5	
	5	5	0	5	
CV Permata Jaya	5	5	0	5	
	5	5	0	5	
	5	5	0	5	
	5	5	0	5	
	5	5	0	5	

The result of calculating the gap value of each MSME based on the MSME class is then calculated the value of the core factor and secondary factor from the gap value that has been obtained as in formulas (1), (2). Calculation of the value of core factors and secondary factors can be seen in Table 11 below

Table 11. Calculation of UMKM Core Factor and Secondary Factor Values

UMKM Class Micro					
UMKM Name	Aspect	Factor Criteria	Value Result Gap	Weight CF, SF	Result Value
PT Hasta Karya Nugraha	Turnover Aspect	Core	2,5	70%	1,75
	Asset Aspect	Core	3	70%	2,1
	HR Aspect	Secondary	3	30%	0,9
	Marketing Aspect	Secondary	5	30%	1,5
CV Permata Jaya	Aspect of Permit	Secondary	1	30%	0,3
	Turnover Aspect	Core	1	70%	0,7
	Asset Aspect	Core	1	70%	0,7
	HR Aspect	Secondary	1	30%	0,3
CV Permata Jaya	Marketing Aspect	Secondary	1	30%	0,3
	Aspect of Permit	Secondary	1	30%	0,3
	Aspect of Permit	Secondary	1	30%	0,3
UMKM Class Small					
UMKM Name	Aspect	Factor Criteria	Value Result Gap	Weight CF, SF	Result Value
PT Hasta Karya Nugraha	Turnover Aspect	Core	4	70%	2,8
	Asset Aspect	Core	5	70%	3,5
	HR Aspect	Secondary	5	30%	1,5
	Marketing Aspect	Secondary	3,5	30%	1,05
CV Permata Jaya	Aspect of Permit	Secondary	3	30%	0,9
	Turnover Aspect	Core	3	70%	2,1
	Asset Aspect	Core	3	70%	2,1
	HR Aspect	Secondary	3	30%	0,9
CV Permata Jaya	Marketing Aspect	Secondary	3	30%	0,9
	Marketing Aspect	Secondary	3	30%	0,9
	Aspect of Permit	Secondary	3	30%	0,9
UMKM Class Intermediate					

UMKM Name	Aspect	Factor Criteria	Value Result Gap	Weight CF, SF	Result Value
PT Hasta Karya Nugraha	Turnover Aspect	Core	4,5	70%	3,15
	Asset Aspect	Core	3,5	70%	2,45
	HR Aspect	Secondary	3,5	30%	2,45
	Marketing Aspect	Secondary	1,5	30%	0,45
	Aspect of Permit	Secondary	5	30%	1,5
CV Permata Jaya	Turnover Aspect	Core	5	70%	3,5
	Asset Aspect	Core	5	70%	3,5
	HR Aspect	Secondary	5	30%	1,5
	Marketing Aspect	Secondary	5	30%	1,5
	Aspect of Permit	Secondary	5	30%	1,5

The results of the calculation of the results of the value of the core factor and secondary factor based on the UMKM class then calculate the value of the criteria based on the final results that have been obtained. The calculation of the criteria values can be seen in Table 12 the following

Table 12. Calculation of the Final Value of UMKM Criteria

UMKM Class Micro				
UMKM Name	Aspect	Value	Weight Criteria	Result Value
PT Hasta Karya Nugraha	Turnover Aspect	1,75	35%	0,6125
	Asset Aspect	2,1	25%	0,525
	HR Aspect	0,9	15%	0,135
	Marketing Aspect	1,5	15%	0,225
	Aspect of Permit	0,3	10%	0,03
Micro UMKM Final Results PT Hasta Karya Nugraha				1,5275
CV Permata Jaya	Turnover Aspect	0,7	35%	0,245
	Asset Aspect	0,7	25%	0,175
	HR Aspect	0,3	15%	0,045
	Marketing Aspect	0,3	15%	0,045
	Aspect of Permit	0,3	10%	0,03
Micro UMKM Final Results CV Permata Jaya				0,54
UMKM Class Small				
UMKM Name	Aspect	Value	Weight Criteria	Result Value
PT Hasta Karya Nugraha	Turnover Aspect	2,8	35%	0,98
	Asset Aspect	3,5	25%	0,875
	HR Aspect	1,5	15%	0,225
	Marketing Aspect	1,05	15%	0,1575
	Aspect of Permit	0,9	10%	0,09
Small UMKM Final Results PT Hasta Karya Nugraha				2,2975
CV Permata Jaya	Turnover Aspect	2,1	35%	0,735
	Asset Aspect	2,1	25%	0,525
	HR Aspect	0,9	15%	0,135
	Marketing Aspect	0,9	15%	0,135
	Aspect of Permit	0,9	10%	0,09
Small UMKM Final Results CV Permata Jaya				1,62
UMKM Class Intermediate				
UMKM Nama	Aspect	Value	Weight Criteria	Result Value
PT Hasta Karya Nugraha	Turnover Aspect	3,15	35%	1,1025
	Asset Aspect	2,45	25%	0,6125
	HR Aspect	2,45	15%	0,3675
	Marketing Aspect	0,45	15%	0,0675
	Aspect of Permit	1,5	10%	0,15
Intermediate UMKM Final Results PT Hasta Karya Nugraha				2,3
CV Permata Jaya	Turnover Aspect	3,5	35%	1,225
	Asset Aspect	3,5	25%	0,875
	HR Aspect	1,5	15%	0,225
	Marketing Aspect	1,5	15%	0,225
	Aspect of Permit	1,5	10%	0,15
Intermediate UMKM Final Results CV Permata Jaya				2,7

4. CONCLUSION

Based on the final result of the calculation of the Micro, Small, and Medium UMKM class, the result is that PT Hasta Karya Nugraha gets a score for the Micro Class UMKM of 1.5275. The final score of PT Hasta Karya Nugraha for Small Class UMKM is 2.2975. The final score of PT Hasta Karya Nugraha for Middle Class UMKM is 2.3. The final result for CV Permata Jaya got a score for Micro Class UMKM of 0.54. The final score of CV Permata Jaya for Small Class UMKM is 1.62. The final score of CV Permata Jaya for Middle Class UMKM is 2.7. The results of the calculation of the assessment of the Micro UMKM class for PT Hasta Karya Nugraha, namely the Micro UMKM Class is Appropriate because it passes the minimum standard value for Micro UMKM, the Small UMKM Class for PT Hasta Karya Nugraha is Appropriate because it passes the Small UMKM minimum standard value, and the Small UMKM Class for PT Hasta Karya Nugraha is not suitable because it does not pass the minimum standard value for Medium UMKM. As for the calculation results of the Micro UMKM class assessment for CV Permata Jaya, namely the Micro UMKM Class Appropriate because it passes the minimum standard value for Micro UMKM, the Small UMKM Class for CV Permata Jaya is Appropriate because it passes the Small UMKM minimum standard value, and the Small UMKM Class for CV Permata Jaya which is appropriate because it passes the minimum standard value of Medium UMKM. The conclusion of the assessment results of the application of the profile matching method to determine UMKM to go up a class for PT Hasta Karya Nugraha is in the Micro class, and CV Permata Jaya is in the Middle class.

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