

## ABSTRAK

Semakin populernya gerakan investasi Syariah, membuat generasi milenial mulai melakukan investasi, meskipun belum cukup pengetahuannya. Reksa Dana Syariah dipilih karena pengelolaan portofolio investasi dilakukan oleh Manajer Investasi profesional, namun banyaknya produk yang ditawarkan membuat investor pemula masih kesulitan menentukan pilihan produk terbaik yang sesuai dengan profil resiko investasinya. Penelitian ini membuat sistem penunjang keputusan untuk membantu investor pemula mengetahui profil resiko investasi, kemudian menentukan pilihan produk investasi Reksa Dana.

Metode SMART digunakan untuk mengenali profil resiko investor. Sedangkan metode SAW digunakan untuk melakukan perankingan produk Reksa Dana.

Berdasarkan hasil uji pengenalan profil resiko investor didapatkan kesamaan sebesar 80%, sedangkan *Usability* kelayakan sistem sebesar 93,75%. *Usability* kelayakan sistem dalam menghasilkan perankingan produk Reksa Dana sebesar 81,25%. Hasil Uji *Functional Suitability* semua fungsi pada sistem yang diharapkan dapat berjalan dengan baik. Secara keseluruhan *Usability* tingkat kelayakan sistem sebesar 82,5 %, dan selanjutnya 81,25% responden menyatakan program SPK Reksa Dana dapat digunakan.

**Kata kunci:** Sistem Penunjang Keputusan, *Simple Multi Attribute Rating Technique* (SMART), *Simple Additive Weighting* (SAW), Profil Resiko, Pemilihan Produk Reksa Dana.

## **ABSTRACT**

*The increasing popularity of the Sharia investment movement has made the millennial generation start investing, although they do not possess enough knowledge regarding the matter. Sharia Mutual Fund was chosen as the investment portfolio management is conducted by professional Investment Managers, yet the many products offered make it difficult for novice investors to choose the best product according to their investment risk profile. This study creates a decision support system to help novice investors identify the investment risk profile, then choose the Mutual Fund investment products.*

*The SMART method is used to identify investors' risk profiles. While the SAW method is used to rank Mutual Fund products.*

*Based on the test results of the investor risk profile introduction, 80% similarity was found, while the Usability of the system feasibility was 93.75%. The Usability of the system's feasibility in generating Mutual Fund product rankings is 81.25%. The results of the Functional Suitability Test of all functions on the system are expected to run well. Overall, the Usability level of the system's feasibility is 82.5%, and 81.25% of respondents stated that the Mutual Fund decision support system can be utilized.*

***Keywords: Decision Support System, Simple Multi Attribute Rating Technique (SMART), Simple Additive Weighting (SAW), Risk Profile, Mutual Fund Product Selection.***