

ABSTRACT

Kinarti Qulil Ritduwan (11150533), *Decision Support System for Smartphone Chat Application Selection Using the Analytical Hierarchy Process Method*

The more rapid technology of Smartphone users of social media applications in the form of chat applications, such as Wechat, WhatsApp, Line, KakaoTalk, Telegram, and Facebook Messenger. The developers are racing to develop applications according to the needs of smartphone users. This study was conducted to determine the priority of Smartphone users in choosing a chat application using the Analytical Hierarchy Process. The results of the study were conducted based on the criteria of the number of users, the number of features, the speed of the application, the ease, the size of the Megabytes, the priority chosen by the highest smartphone users was WhatsApp 25.30%.

Key Word : Social media, Smartphone ,Chat, User

