

**Penerapan Metode Triple Exponential Smoothing Pada Sistem Forecasting
Penjualan Sarana Produksi Pt Mitra Jamur Indonesia** (*The Application of
Triple Exponential Smoothing Method in the Sales Forecasting System of PT Mi-
tra Jamur Indonesia's Production Equipment*).

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ABSTRACT

The rapid development of Information Technology (IT) and its collaboration with other fields to improve efficiency and reduce costs in business processes. PT Mitra Jamur Indonesia, a company engaged in oyster mushroom development, faces complex challenges that require the integration of IT for enhanced efficiency and profitability. Accurate sales forecasting is essential for collaboration with partner farmers and aligning production with demand. The research aims to develop a web-based information system for sales forecasting using the Triple Exponential Smoothing method. The system enables easy access for PT Mitra Jamur Indonesia's management and employees, facilitating informed decision-making. The application of Triple Exponential Smoothing on sales data from 2016 yielded a Mean Squared Error (MSE) of 385285,45 and a Mean Absolute Percentage Error (MAPE) of 10.48%. The obtained MAPE falls within the range of 10% - 20%, indicating good accuracy in the forecasting results.

Key words: *forecasting, triple exponential smoothing, blacbox testing*