

**Peramalan Penjualan Produk Material Bangunan Menggunakan Metode
Triple Exponential Smoothing (Studi Kasus: PT ASD) (*Sales Forecasting for
Building Materials Using Triple Exponential Smoothing Method (Case Study:
PT ASD)*)**

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ABSTRACT

The building materials industry sector has an important role in residential construction in Indonesia which is experiencing a backlog. PT ASD is a company operating in the building materials industrial sector. The company is experiencing problems in forecasting sales in the coming month to determine the amount of paving production that will be produced. This research will focus on analyzing sales data for 6 cm Holland paving blocks in the period 2019 to 2023, and developing a website-based information system that applies the Holt-Winter's exponential smoothing forecasting method to balance the paving produced with that sold. Applying this forecasting method with a additive model produces a MAPE (Mean Absolute Percentage Error) value of 51,55%. The MAPE obtained is classified as not accurate because the value is above 50%.

Key words: *sales forecasting, triple exponential smoothing, holt-winter's exponential smoothing, black box testing*