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ABSTRACT

APPLICATION OF HOLT-WINTER EXPONENTIAL SMOOTHING METHOD IN PREDICTING THE NUMBER OF NEW STUDENTS AT PUBLIC HIGH SCHOOL 09 SOUTH BENGKULU

By:
Wiwin Irianto Saputra[1]
Indra Kanedi, S.Kom, M.Kom[2]
Dimas Aulia Trianggana, S.Kom., M.Kom[2]

The acceptance of new students is a routine activity carried out every academic year at schools. Public High School 09 South Bengkulu is one of the High Schools in South Bengkulu Regency that conducts the acceptance of new students every academic year. The number of new students is based on the gender of the new students (male and female) and age groups (14-15 years, 16-17 years, and 18-19 years). The application of Holt-Winter Exponential Smoothing Method in predicting the number of new students at Public High School 09 South Bengkulu can facilitate in obtaining predictive information about the number of students in the school for the upcoming academic year, where the prediction of the number of new students is based on the gender of the new students (male and female) and age groups (14-15 years, 16-17 years, and 18-19 years). Based on the data obtained from Public High School 09 South Bengkulu, the prediction results for the number of students for the academic year 2024/2025 are as follows: male gender, age group 14-15 years, 65 students, female gender, age group 14-15 years, 42 students, male gender, age group 16-17 years, 31 students, female gender, age group 16-17 years, 0 students, male gender, age group 18-19 years, 3 students, and female gender, age group 18-19 years, 0 students.

Keywords: *Holt-Winter Exponential Smoothing Method, Prediction, Number of Students*

1) Student
2) Supervisors

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