

Data-Driven Approach to Managing Best-Selling Beauty Categories: Price, Rating, Review, and Stock

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Abstract

The beauty industry in Indonesia is experiencing rapid growth, particularly through e-commerce platforms like *Tokopedia*. Many businesses still rely on intuition for product management, including decisions related to stock and pricing. This study develops a machine learning-based classification model to identify beauty products with high sales potential on *Tokopedia*, considering factors such as price, rating, review count, and stock availability. Ten classification algorithms are applied, including Naive Bayes, SVM, K-Nearest Neighbors, Decision Tree, Random Forest, XGBoost, LightGBM, CatBoost, Extra Trees, and Multi-Layer Perceptron (MLP). The data is processed using *Python* on *Google Colab*. The results show that ensemble algorithms, particularly Random Forest, LightGBM, and Extra Trees, provide prediction accuracy above 91% and are highly effective in predicting best-selling products. Based on this model, businesses can optimize stock and pricing management to ensure that best-selling products are always available, thereby improving operational efficiency in a highly competitive market. This research offers a data-driven solution for more strategic and evidence-based product management on e-commerce platforms.

Keywords: e-commerce, machine learning, classification, stock management, best-selling products

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Introduction

The global beauty industry is rapidly expanding and is expected to reach USD 677.19 billion by 2025, with Indonesia emerging as a key market (Statista, 2025a). In Indonesia, e-commerce platforms such as *Tokopedia*, *Shopee*, and *Bukalapak* play a crucial role in distributing beauty products, with *Tokopedia* leading the sector (Statista, 2025b). However, with intense competition and a wide array of products, relying solely on intuition for business decisions is no longer sufficient. There is an increasing necessity to adopt a systematic, predictive, data-driven approach for effective strategic and competitive product management (Pocchiarri et al., 2024; Poláček et al., 2024).

Currently, many sellers on e-commerce platforms like *Tokopedia* still manage inventory and pricing based on intuition, despite having access to data on ratings, reviews, and inventory on the platform. (Dabestani et al., 2025; Oancea, 2023). A data-driven approach to product category management allows companies to make more precise and evidence-based decisions by utilizing transaction data, user reviews, and product attributes. (Chaube et al., 2025; Nguyen et al., 2024; T. C. Wang et al., 2023). However, there is an urgent need to immediately utilize this data to prevent falling behind in increasingly competitive markets. (Schmitt, 2023; Valencia-Arias et al., 2024). This gap indicates that, despite the availability of data, there remains no perfect method for incorporating key variables into a systematic classification model.

This research is based on three significant gaps in the literature. First, at the input stage, no studies have simultaneously highlighted the influence of price, rating, reviews, the number of ratings, and stock on the classification of best-selling products, despite these five variables being important indicators in consumer purchasing decisions. (Nikose et al., 2022; X. Wang et al., 2024; X. Wu et al., 2024). Second, during the process stage, although various prediction models, such as ensemble learning and deep learning, have been developed, no study has systematically compared the effectiveness of ten classification algorithms —both classical and modern —in the context of beauty products in Indonesia. (Agarwal & Yadav, 2024; Sharma et al., 2022; J. Wu et al., 2024). Third, from the output perspective, most existing classification models have not generated practical managerial advice on product stock and pricing management for e-commerce businesses. (D. Li et al., 2023; Rios & Vera, 2023; Yang et al., 2024).

This study aims to develop a machine learning-based classification model to identify beauty products with the potential to become bestsellers on *Tokopedia*. To accomplish this, the study incorporates five primary predictor variables: price, rating, number of reviews, number of ratings, and stock.

Price, rating, number of reviews, and stock are key factors influencing product sales, especially in the e-commerce context (Hirsch et al., 2025; Nikose et al., 2022; X. Wang et al., 2024). Competitive pricing can increase sales volume because consumers tend to choose products with more affordable prices (Nie et al., 2024; Q. Zhang & Xiao, 2024). High ratings often indicate consumer confidence in a product's quality, which boosts the chances of it becoming a bestseller. (X. Wang et al., 2024; Zaghloul et al., 2024). Furthermore, a large number of reviews indicate that the product has been widely purchased and discussed by consumers, which increases the likelihood of its popularity and potential to become a bestseller

(Pocchiari et al., 2024; Yuhsiang & Lichung, 2024). Having sufficient stock is also crucial to ensure product availability and prevent lost sales, which can occur when consumers are unable to purchase the products they want due to stock shortages (Trapero et al., 2024; Xu et al., 2023).

Based on the integration of these variables, the novelty of this study lies in three key aspects. First, it combines five important variables into a single classification model specifically for the beauty product category on *Tokopedia*, an area that has not been extensively explored in previous research (Nikose et al., 2022; Y. Wang & Zhang, 2023; X. Wu et al., 2024). Second, comparing ten machine learning algorithms systematically in the context of local Indonesian e-commerce highlights the need for a comprehensive predictive approach (Agarwal & Yadav, 2024; Nikose et al., 2022; Y. Wang & Zhang, 2023). Third, this model was developed not only for academic purposes but also to support operational business decisions. It is designed to be directly usable as a decision-making tool at the operational level of online stores in Indonesia, especially for managing the beauty product category.

In implementing these models, machine learning-based classification methods are essential for predicting product sales in e-commerce. Several traditional algorithms, such as Naive Bayes, Support Vector Machine (SVM), K-Nearest Neighbors (KNN), Decision Tree, and Random Forest, are commonly used to develop predictive models. At the same time, modern algorithms such as XGBoost, LightGBM, CatBoost, Extra Trees, and Multi-Layer Perceptron (MLP) offer enhanced accuracy and efficiency, particularly when handling large-scale and complex data. Combining these traditional and modern algorithms enables a comprehensive assessment of classification performance across various data contexts, including identifying the characteristics of products that have the potential to become best-sellers (Agarwal & Yadav, 2024; Hincapié-López et al., 2024; Sharma et al., 2022).

E-commerce platforms like *Tokopedia*, *Shopee*, and *Bukalapak* utilize recommendation algorithms and predictive analytics to enhance the visibility of best-selling products, making it easier for consumers to find relevant items based on their past purchasing preferences (Nguyen et al., 2024; Valencia-Arias et al., 2024). By integrating big data and machine learning analytical techniques, these platforms can track market trends, understand consumer behavior, and deliver more precise product recommendations (Nguyen et al., 2024; X. Wang et al., 2024). Applying sales prediction models, such as those using algorithms like XGBoost and LightGBM, helps optimize inventory and pricing while reducing losses from stockouts (Mahin et al., 2025; Tang et al., 2023). By utilizing sentiment analysis techniques to analyze product reviews, e-commerce platforms can gain deeper insights into consumer preferences and dynamically adjust their product offerings. (Le et al., 2024; Pocchiari et al., 2024). The implementation of this technology helps the platform predict and manage best-selling products efficiently, as well as design more effective marketing strategies (Chaube et al., 2025; J. Wu et al., 2024).

This research offers practical benefits by helping business owners identify potential best-selling products, manage inventory efficiently, and set prices based on product performance data (Nie et al., 2024; Zhuang & Xu, 2025). Additionally, the chosen algorithms were selected based on their effectiveness in managing large and imbalanced datasets, with a focus on speed, accuracy, and the interpretability of the

results (Le et al., 2024; Mahin et al., 2025). This approach also aligns with the principles of data-driven business models (DDBM), which highlight the importance of data analytics in strategic decision-making and value creation in contemporary business management (Dabestani et al., 2025). To develop a strategy based on the classification results, this research draws on the strategic management process outlined by Wheelen and Hunger, which encompasses internal analysis, strategy formulation, implementation, and strategy evaluation (Khalif & Slim, 2024). Meanwhile, the proposed stock and pricing management strategy aligns with Kotler and Keller's marketing principles, as supported by Gonen et al. (2024), who show that value-based pricing and segmented product strategies enhance both profitability and customer loyalty (Gonen et al., 2024).

Methodology

This research is a quantitative and descriptive study with a predictive approach that aims to develop a data-driven classification model to identify beauty products with the potential to become bestsellers on the *Tokopedia* platform. The primary focus of this study is to assess the impact of variables such as price, rating, number of reviews, number of ratings, and stock on product sales, and to create a classification model that categorizes products into best-selling and non-best-selling groups based on historical sales data.

The research data was collected through web scraping using the Web Scraper extension on *Google Chrome*. The scraping focused on the beauty category on *Tokopedia*, encompassing various subcategories, including facial makeup, skincare, and hair products. A total of 2,790 entries were gathered, each representing a single product and including attributes like product name, price (in Rupiah), number of units sold, average user rating, number of ratings, number of reviews, and stock availability. Table 1 presents five sample entries from the raw dataset, highlighting key variables used in the analysis, including price, ratings, reviews, stock, and sales.

Table 1. Five-Row Sample of Product Data from *Tokopedia*

Product	Price	Rating	Total Rating	Total Review	Stock	Sales
<i>Lip ICE Sheer Color Lip Balm</i>	21.500	4.9	739	139	241	3.000
<i>Hanasui Lip Cream Boba Edition</i>	23.760	4.9	60	15	100	100
<i>Nuface Nu Matte Lip Cream</i>	20.600	4.6	88	74	47	500
<i>Azarine Tinted Lippie Cake</i>	38.200	4.9	149	149	23	750
<i>Lipgloss Maybelline</i>	75.000	5.0	62	6	990	500

Source: Author's Processed (2025)

After data collection, a cleaning and transformation process was carried out using *Python* in *Google Colab*. This step involved removing duplicate data and empty values, converting numeric data types, and applying logarithmic

transformations to numeric variables with highly skewed distributions, such as price, number of ratings, number of reviews, stock, and quantity sold. These transformations aimed to stabilize variance, reduce outliers, and enhance the performance of the classification model. Additionally, normalization and standardization were performed before the modeling process.

Next, the top 25% of products with the highest sales value (Q4 of *log_sold*) were grouped as best-selling products (label 1), while the rest were labeled 0, following the performance-based classification segmentation method described by Vijai Kotu and the leading subset classification practice in research by Chaube et al. (2025), which sets boundaries based on ranking and the highest predictive score (Chaube et al., 2025).

To provide a complete overview of the research process, the following is a conceptual framework of the steps taken in this study.

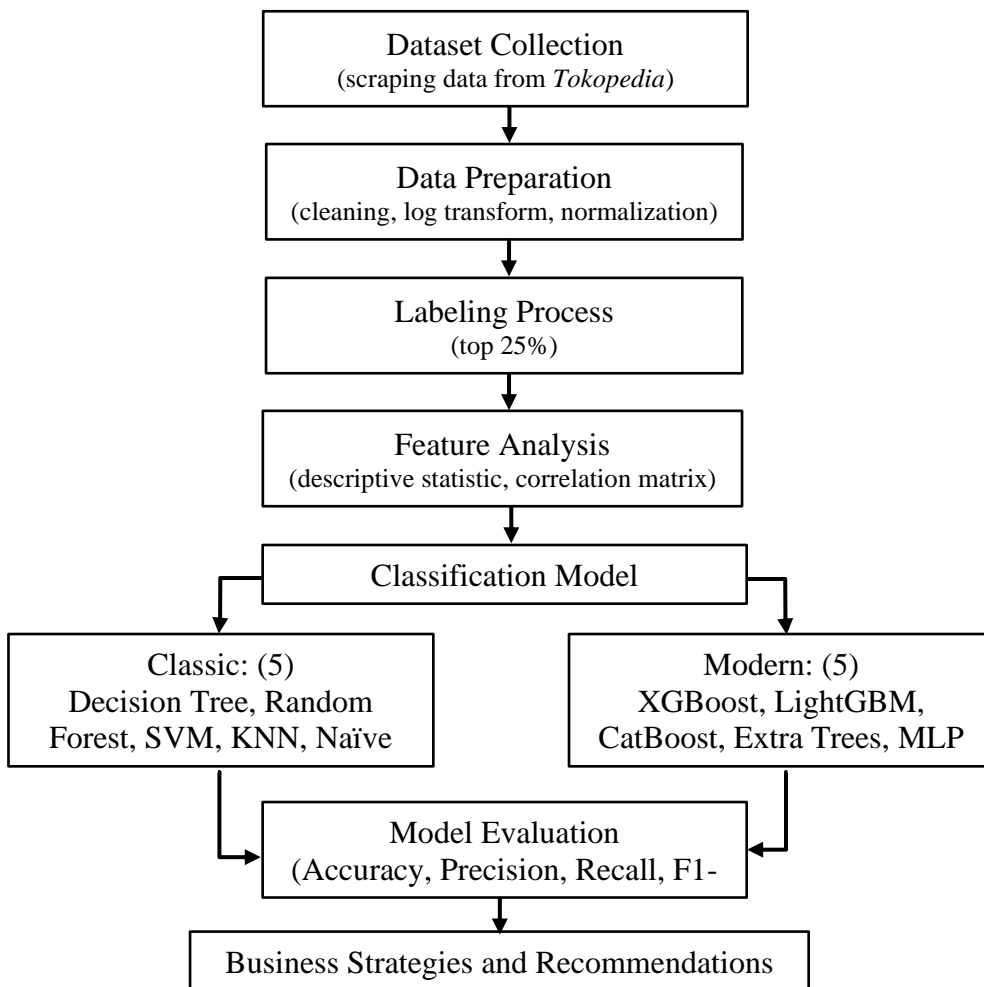


Figure 1. Process Conceptual Framework
(Source: Author’s Processed)

The modeling phase was carried out solely using a classification approach. The dataset was split into two parts: 80% for training and 20% for testing. Ten classification algorithms were employed to develop and compare the models, which are categorized into two main groups: classical and modern algorithms. Classical

algorithms include Naive Bayes, Support Vector Machine (SVM), K-Nearest Neighbors (KNN), Decision Tree, and Random Forest. Modern algorithms include XGBoost, LightGBM, CatBoost, Extra Trees, and Multi-Layer Perceptron (MLP) Neural Network.

Model evaluation was conducted using accuracy, precision, recall, and F1-score metrics, focusing on performance in classifying best-selling products (class 1). Furthermore, feature importance analysis was conducted to determine which variables were most influential in predicting product sales. The best model was then used as the basis for developing strategic recommendations for businesses, including more efficient, data-driven pricing and inventory management.

Result and Discussion

Result

This research was motivated by the need for business owners to identify beauty products with the potential to become bestsellers on *Tokopedia*, thereby supporting more accurate decision-making in data-driven inventory management and pricing. To achieve this, a machine learning-based classification approach was used, considering key numeric variables such as price, rating, number of reviews, number of ratings, and stock availability.

The dataset, comprising 2,790 web-scraped products, underwent several preprocessing steps, including removing duplicates and empty values, converting data types, and applying a logarithmic transformation to numeric variables to reduce skewness. The target variables were classified into two classes based on the upper quartile (the highest 25%) of the transformed sales data. This strategy draws on the performance segmentation approach proposed by Chaube et al. (2025).

Descriptive statistics provide an overview of the distribution and variability of the key variables used in this study. Detailed data statistics are shown in Table 2.

Table 2. Descriptive Statistics

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=== Descriptive Statistics ===
count  price      rating  total_rating  total_review  stock \
mean   1.281762e+05  4.863464  178.313015   97.116529    3218.313015
std    4.541574e+05  0.165286  588.356291   350.171053   20948.982915
min    0.000000e+00  3.500000  1.000000    0.000000    0.000000
25%   1.490000e+04  4.800000  12.000000   4.000000    2.000000
50%   3.590000e+04  4.900000  44.000000   17.000000   22.000000
75%   9.900000e+04  4.900000  130.000000  79.000000   150.000000
max    1.000000e+07  5.000000  12861.000000 6152.000000 666650.000000

      sales
count 2789.000000
mean  90.676632
std   121.806012
min   1.000000
25%  21.000000
50%  69.777778
75%  100.000000
max  750.000000
    
```

Source: Author’s Processed (2025)

Based on Table 2, the average product price is around Rp128,000, with an extensive range ranging from Rp0 to Rp10 million. This indicates the presence of

extreme values or the possibility of input errors. The average product rating is relatively high, at 4.86 on a scale of 1–5, with a low standard deviation (0.165), thus indicating relatively even customer satisfaction. However, the number of ratings and reviews exhibits significant variations, with averages of 178 and 97, respectively, and maximum values of 12,861 and 6,152. Product inventory also varies widely, ranging from 0 to 666,000 units, with an average of approximately 3,218 units. The number of product sales ranges from 1 to 750 units, with 75 percent of products selling no more than 100 units. This uneven distribution suggests the need for a logarithmic transformation to normalize the data and prepare it for modeling.

Correlation analysis revealed that the number of ratings and reviews had a positive correlation with sales, at 0.29 and 0.26, respectively. Conversely, price and ratings had a negative correlation with sales, indicating that the intensity of customer interactions, such as reviewing, had a greater impact on sales than high price or ratings alone. These correlation results are shown in Figure 2 and address the first question in the introduction regarding the relevance of predictors in explaining sales.

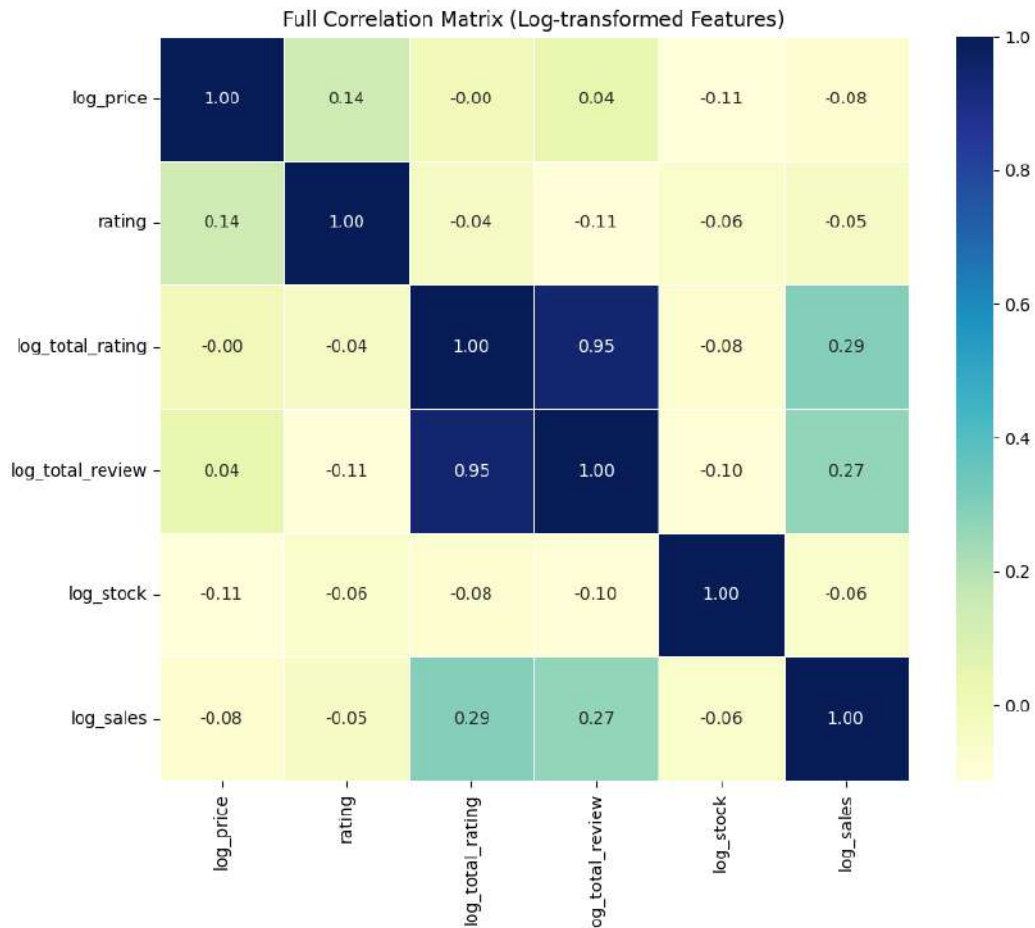


Figure 2. Correlation Matrix
(Source: Author’s Processed (2025))

The modeling process was carried out using ten classification algorithms divided into two categories: five classical algorithms (Naive Bayes, SVM, KNN,

Decision Tree, and Random Forest) and five modern algorithms (XGBoost, LightGBM, CatBoost, Extra Trees, and MLP Neural Network). Evaluation was carried out on test data (20%) using accuracy, precision, recall, and f1-score metrics, specifically for the "best-selling" product class.

The analysis results show that the three algorithms with the best overall performance were Random Forest, LightGBM, and Extra Trees, each achieving an accuracy above 91% and a balanced F1 score. This finding provides an answer to the second question regarding the effectiveness of classification models in the e-commerce context. Furthermore, this finding also addresses the third question, as the model results can serve as a basis for developing more strategic stock and pricing management recommendations for businesses. A summary of the performance of all classification models is presented in Table 3.

Table 3. Performance Summary of 10 Classification Models

Model	Category	Accuracy	Precision (1)	Recall (1)	F1-Score (1)
Naive Bayes	Classic	81%	0.65	0.77	0.71
SVM	Classic	87%	0.79	0.77	0.78
K-Nearest Neighbors	Classic	86%	0.80	0.71	0.76
Random Forest	Classic	92%	0.87	0.87	0.87
Decision Tree	Classic	88%	0.79	0.83	0.81
XGBoost	Modern	91%	0.85	0.84	0.84
LightGBM	Modern	92%	0.87	0.85	0.86
CatBoost	Modern	91%	0.85	0.83	0.84
Extra Trees	Modern	91%	0.86	0.85	0.85
MLP (Neural Network)	Modern	89%	0.84	0.80	0.82

Source: Author’s Processed (2025)

Discussion

The results of the correlation analysis indicate a significant positive relationship between the number of ratings and sales, with a correlation coefficient of 0.29, and between the number of reviews and sales, with a correlation coefficient of 0.26. This finding is consistent with the research of Wu et al. (2025), which states that product reviews and ratings have a significant impact on sales, where higher customer interaction (through reviews and ratings) increases product sales. Conversely, price and ratings show a negative correlation with sales, indicating that higher prices tend to reduce sales, as found by Zhang & Yang (2023). These results suggest that, in the context of e-commerce, user interaction factors, as reflected in reviews, are stronger in influencing purchasing decisions compared to price or product ratings alone.

The modeling process using ten classification algorithms, including Naive Bayes, SVM, KNN, Decision Tree, Random Forest, XGBoost, LightGBM, CatBoost, Extra Trees, and MLP Neural Network, showed that ensemble algorithms such as Random Forest, LightGBM, and Extra Trees provided the best performance

with accuracy above 91% and balanced F1-score for the "best-selling" class. This finding is in line with the results of research by Chaube et al. (2025), which emphasized that ensemble-based models, such as Random Forest and boosting models such as LightGBM, are more effective in handling complex data and interactions between variables, which are very relevant in the context of e-commerce. Wu et al. (2025) also confirmed that ensemble algorithms provide better results in sales prediction than classical models.

Furthermore, these results also show that the SVM and Naive Bayes models perform lower, especially in identifying best-selling products, with f1-scores for the "best-selling" class of 0.71 and 0.78, respectively. This suggests that classical algorithms are less effective in handling imbalanced data, which is common in e-commerce datasets (Oancea, 2023).

Based on the analysis and prediction model results, several managerial strategies can be identified to improve product management in e-commerce, particularly in the beauty product category. These strategies are formulated based on the strategic management process, as outlined by Wheelen and Hunger, which encompasses the stages of strategy analysis, formulation, implementation, and evaluation (Khalif & Slim, 2024). The following table summarizes the suggested strategies, implementation steps, the person responsible for each strategy, and the relevant monitoring and evaluation plan:

Table 4. Summary of Strategy Recommendations from Findings

Strategy Formulation	Strategy Plan	Strategy Implementation	Person In Charge	Monitoring & Evaluation Plan	Previous Journal
Price	Price adjustment for best-selling products	1. Dynamic pricing based on market and demand data	Marketing Team - Pricing Strategy	Monitoring market price changes and consumer response	(Nie et al., 2024; Poláček et al., 2024; C. Zhang et al., 2023)
		2. Implementation of price bundling with other products	Finance Team - Discount Management	Profit margin monitoring after bundling	(Hemmati et al., 2023; Nie et al., 2024; C. Zhang et al., 2023)
		3. Implementation of discount pricing strategies based on seasonality and trends	Marketing Team - Seasonal Campaigns	Measuring the impact of discounts on sales and profits	(Guo & Mai, 2024; Ni, 2023; Rios & Vera, 2023; Trapero et al., 2024)
Rating	Increase product rating with positive feedback	1. Encourage customers to leave positive reviews	Marketing Team - Customer Communications	Sentiment analysis of product reviews	(J. Li et al., 2024; Y. Wu et al., 2024; B. Zhang et al., 2024)
		2. Provide incentives for positive reviews	Marketing Team - Loyalty Programs	Evaluate the impact of incentives on rating improvement	(Y. Wu et al., 2024; B. Zhang et al., 2024; C. Zhang et al., 2023)
		3. Develop campaigns to	Communications Team - Social Media	Customer conversion and	(Henderi et al., 2023; B. Zhang et al., 2024; C.

Strategy Formulation	Strategy Plan	Strategy Implementation	Person In Charge	Monitoring & Evaluation Plan	Previous Journal
Total Rating	Focus on high-rated products	promote high-rated reviews		engagement analysis	Zhang et al., 2023)
		1. Promote high-rated products through targeted advertising	Marketing Team - Social Media & Advertising	Measuring conversion and upselling of products	(Y. Wang & Zhang, 2023; J. Wu et al., 2024; B. Zhang et al., 2024)
Total Review	Increase the number of reviews to strengthen consumer trust	2. Offer high-rated products on the main page or banner	Marketing Team - Website Management	Analyzing traffic and customer engagement	(Henderi et al., 2023; Y. Wang & Zhang, 2023; J. Wu et al., 2024)
		1. Implement features that make it easy for customers to write reviews	IT Team - Feature Development	Analyzing feature usage and its impact on reviews	(Henderi et al., 2023; Y. Wu et al., 2024; B. Zhang et al., 2024)
		2. Organize contests or giveaways to increase the number of reviews	Marketing Team - Promotion Programs	Evaluating the effectiveness of giveaways in gathering reviews	(Y. Wu et al., 2024; B. Zhang et al., 2024; C. Zhang et al., 2023; Q. Zhang & Xiao, 2024)
Stock	Guarantee the availability of best-selling products	3. Provide a loyalty program to encourage customers to leave reviews	Customer Service Team - Engagement	Measuring the number of new reviews from loyalty programs	(Y. Wu et al., 2024; B. Zhang et al., 2024; Q. Zhang & Xiao, 2024)
		1. Increase stock of best-selling products based on demand prediction	Operations Team - Stock Management	Monitoring product inventory and demand	(Mahin et al., 2025; Trapero et al., 2024; C. Zhang et al., 2023)
		2. Optimize stock management using a just-in-time system	Operations Team - Supply Chain Management	Monitoring the effectiveness of just-in-time systems	(Hou et al., 2024; Mahin et al., 2025; Yang et al., 2024; C. Zhang et al., 2023)
		3. Stock adjustment based on seasonal trend analysis and promotions	Operations Team - Inventory Management	Real-time stock analysis and its impact on sales	(Guo & Mai, 2024; Rios & Vera, 2023; Trapero et al., 2024; B. Zhang et al., 2024)

Source: Author's Processed (2025)

Based on the results of this study, several strategic recommendations can be put forward. In terms of pricing, dynamic price adjustments based on market data and demand can help improve product competitiveness. Bundling pricing and discount pricing strategies, based on seasonal trends, can also be implemented to

increase sales volume, in line with the findings of Zhang & Yang (2023) and Nie et al. (2024), which demonstrate the effectiveness of bundling pricing in influencing consumer purchasing decisions. Regarding ratings and review volume, it is vital to encourage customers to leave positive reviews and utilize incentives to increase the number of reviews. Campaigns promoting high-rated reviews can also improve product visibility on the platform, as suggested by Wu et al. (2025) and Zhang et al. (2024). On the inventory side, ensuring the availability of best-selling products through efficient stock management systems, such as using just-in-time systems and seasonal trend analysis, can help reduce the risk of stockouts and improve operational efficiency (D. Li et al., 2023; Yang et al., 2024). The marketing strategy proposed in this study is based on Kotler and Keller's marketing principles and is empirically supported by Gonen et al. (2024), who highlight that value-based pricing, product portfolio alignment, and loyalty-focused offerings drive customer retention and profitability (Gonen et al., 2024).

Conclusion

This study identifies factors influencing the sales success of beauty products on *Tokopedia* using a machine learning-based classification approach. The results show that the number of ratings and reviews has a significant positive effect on sales, while price and rating show a negative correlation. Algorithms such as Random Forest, LightGBM, and Extra Trees demonstrate an accuracy of greater than 91% in predicting best-selling products, providing a basis for data-driven managerial strategies. This study recommends strategies for dynamic pricing adjustments, rating enhancements, and data-driven inventory management to improve operational efficiency and product competitiveness.

However, this study has limitations. The data is limited to the *Tokopedia* platform and the beauty product category, which restricts the generalizability of the results to other platforms or product categories. Additionally, comparisons with regression models or alternative approaches have not been conducted. External variables such as promotions and seasonal factors have not been incorporated into the model.

For future research, it is recommended to expand the scope of the analysis by including various product categories and other e-commerce platforms, as well as considering external variables that influence product sales success. The development of deep learning-based models and the use of temporal data can also improve prediction accuracy and provide valuable insights into product management in e-commerce.

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Data-Driven Approach to Managing Best-Selling Beauty Categories: Price, Rating, Review, and Stock

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ABSTRACT

The beauty industry in Indonesia is experiencing rapid growth, particularly through e-commerce platforms like *Tokopedia*. Many businesses still rely on intuition for product management, including decisions related to stock and pricing. This study develops a machine learning-based classification model to identify beauty products with high sales potential on *Tokopedia*, considering factors such as price, rating, review count, and stock availability. Ten classification algorithms are applied, including Naive Bayes, SVM, K-Nearest Neighbors, Decision Tree, Random Forest, XGBoost, LightGBM, CatBoost, Extra Trees, and Multi-Layer Perceptron (MLP). The data is processed using *Python* on *Google Colab*. The results show that ensemble

algorithms, particularly Random Forest, LightGBM, and Extra Trees, provide prediction accuracy above 91% and are highly effective in predicting best-selling products. Based on this model, businesses can optimize stock and pricing management to ensure that best-selling products are always available, thereby improving operational efficiency in a highly competitive market. This research offers a data-driven solution for more strategic and evidence-based product management on e-commerce platforms.

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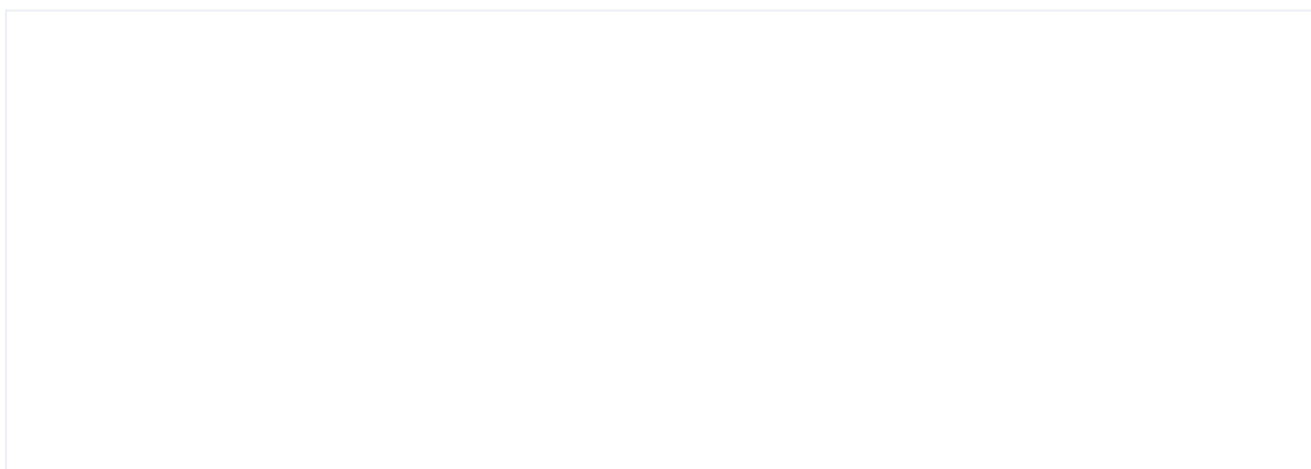
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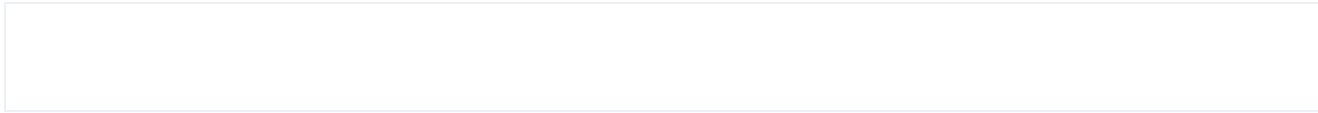
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- ayu** untuk seleksi oleh dewan direksi tahap awal biasanya brp lama sbml tahap riview pak/bu? 9 bulan yang lalu
- Pristin** ljin tanya 7 bulan yang lalu
- Pristin** Ibu/Bp , berapa lama proses review awal agar bisa diproses selanjutnya ? Prosedur LOA bagaimana Bu? 7 bulan yang lalu
- Herlin S** Apakah ada slot untuk bulan Agustus 2025 7 bulan yang lalu
- vinsensius widdy** saya klik DOI artikel saya <https://doi.org/10.32503/jmk.v9i3.5147> kok DOI NOT FOUND yaa ? 7 bulan yang lalu
- M Riyan Dirgantara** izin bertanya pak, untuk publish di bulan 9 ada ga ya pak? 🙏 6 bulan yang lalu
- M Riyan Dirgantara** izin bertanya pak, apakah ada slot untuk bulan september 2025? 🙏 6 bulan yang lalu
- Anita** Izin Pak, apakah masih ada kuots publish untuk bulan September? 6 bulan yang lalu
- Jasmine** Izin bertanya Bapak/Ibu. Untuk kuota bulan Januari 2026 apakah masih tersedia ya? 🙏 5 bulan yang lalu
- lulut p** halo kak, apakah bulan okteber ada jadwal publis jurnal? 5 bulan yang lalu
- Annisa** izin bertanya, apakah kuota publish untuk bulan januari 2026 masih tersedia? 4 bulan yang lalu
- Widi** Apakah kuota publish untuk bulan januari 2026 apakah masih tersedia? 3 bulan yang lalu
- desisuryanti** apakah kouta publish untuk bulan januari 2026 masih tesedia? 3 bulan yang lalu

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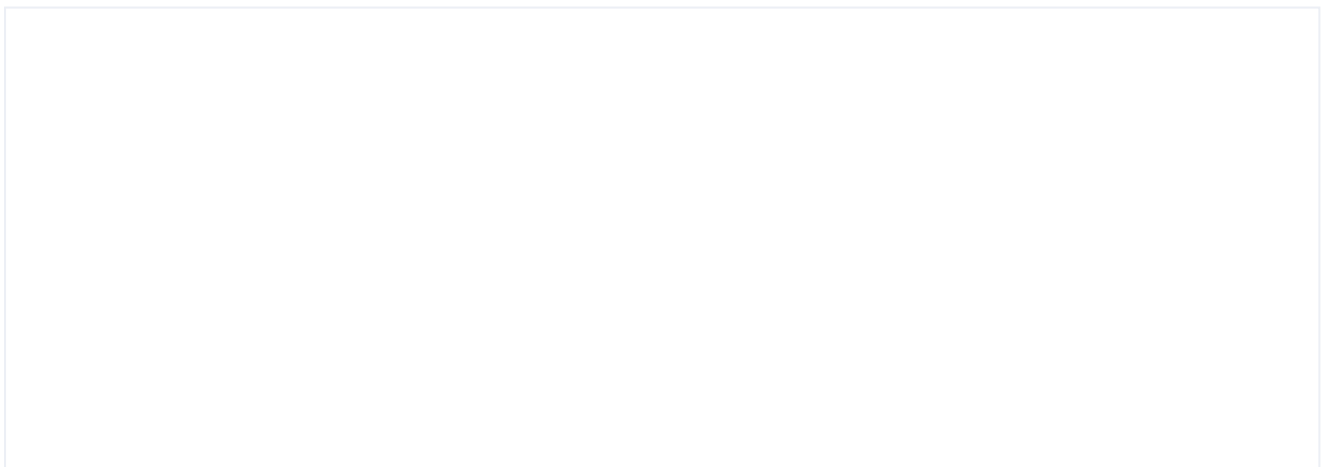


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- Rosa** Apakah masih ada slot untuk bulan mei baapk? 11 bulan yang lalu ▲
- Kestu Galang Guna** Apakah ada slot untuk bulan mei ? 10 bulan yang lalu
- ones** silakan submit pada ojs, akan direview awal untuk melihat kesesuaian topik dengan artikel yang masuk 9 bulan yang lalu
- ayu** untuk seleksi oleh dewan direksi tahap awal biasanya brp lama sbml tahap riview pak/bu? 9 bulan yang lalu
- Pristin** Ijin tanya 7 bulan yang lalu
- Pristin** Ibu/Bp , berapa lama proses review awal agar bisa diproses selanjutnya ? Prosedur LOA bagaimana Bu? 7 bulan yang lalu
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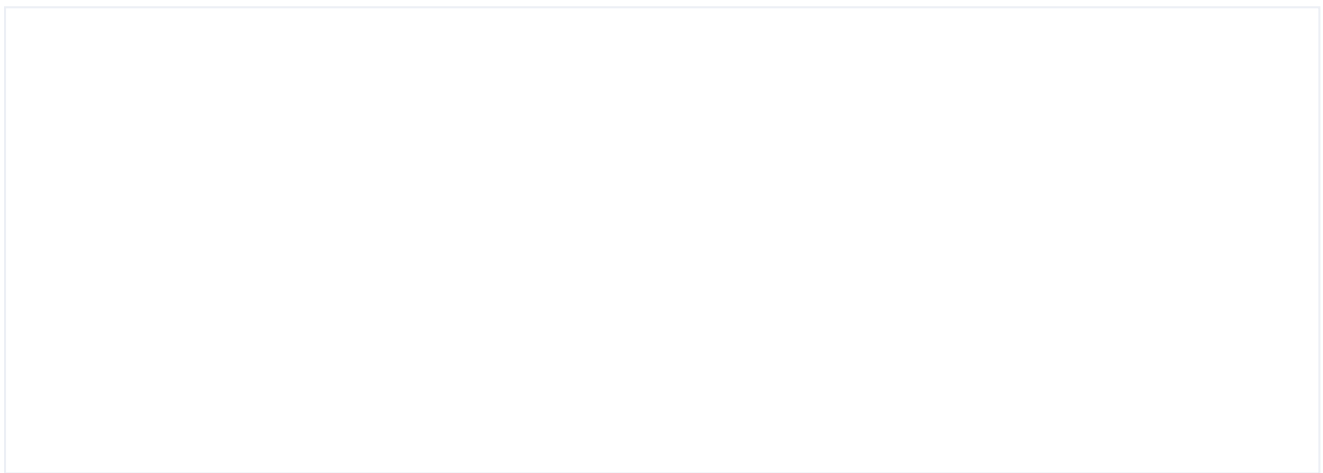
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KEPUTUSAN DEKAN FAKULTAS TEKNOLOGI INFORMASI UNIVERSITAS BUDI LUHUR

NOMOR : K/UBL/FTI/000/002/09/25

TENTANG:

PENUGASAN KEGIATAN TRI DHARMA & PENUNJANG BAGI DOSEN FAKULTAS TEKNOLOGI INFORMASI UNIVERSITAS BUDI LUHUR SEMESTER GASAL TAHUN AKADEMIK 2025/2026

DEKAN FAKULTAS TEKNOLOGI INFORMASI UNIVERSITAS BUDI LUHUR

- Menimbang : 1) Bahwa Dosen adalah pendidik profesional dan ilmu dengan tugas utama mentrans-formasikan, mengembangkan, dan menyebarkan ilmu pengetahuan, teknologi, dan seni melalui pendidikan/pengajaran penelitian & karya ilmiah, dan Pengabdian pada masyarakat yang dikenal dengan istilah Tri Dharma Perguruan Tinggi;
- 2) Bahwa untuk meningkatkan profesionalitas dan kompetensi sebagai pendidik profesional maka dipandang perlu untuk memberikan tugas-tugas tambahan/penunjang dalam lingkup kegiatan penunjang Tri Dharma;
- Mengingat : 1) Undang – undang Republik Indonesia Nomor 12 Tahun 2012 tentang Pendidikan Tinggi;
- 2) Undang – undang Republik Indonesia Nomor 20 tahun 2003 tentang Sistem Pendidikan Nasional;
- 3) Peraturan Pemerintah Republik Indonesia Nomor 17 Tahun 2010 tentang Pengelolaan dan Penyelenggaraan Pendidikan;
- 4) Peraturan Menteri Riset, Teknologi, dan Pendidikan Tinggi Republik Indonesia Nomor 53 Tahun 2023 tentang Penjaminan Mutu Perguruan Tinggi;
- 5) Keputusan Ketua Yayasan Pendidikan Budi Luhur Cakti Nomor: K/YBLC/KEP/000/216/06/2023 tentang Statuta Universitas Budi Luhur;
- 6) SK YPBLC No: K/YBLC/KEP/000/020/01/24 tanggal 05 Januari 2024 tentang Pengangkatan Para Pejabat Struktural Universitas Budi Luhur Periode 2024-2028
- MEMUTUSKAN**
- Menetapkan :
PERTAMA : Menugaskan dosen-dosen Fakultas Teknologi Informasi Universitas Budi Luhur untuk melaksanakan kegiatan **Tri Dharma Perguruan Tinggi dan penunjangnya** pada Semester Gasal Tahun Akademik 2025/2026 yang meliputi:
- a. **Kegiatan partisipasi aktif** dalam Pertemuan Ilmiah sebagai Ketua/Anggota/Peserta/Pembicara/Penulis/Narasumber pada kegiatan Seminar, Workshop, Konferensi, Pelatihan, Simposium, Lokakarya, Forum Diskusi, Sarasehan dan sejenisnya;
- b. **Publikasi Ilmiah** pada Prosiding, Jurnal/majalah/surat kabar dan sejenisnya;
- c. **Partisipasi dalam organisasi** profesi, organisasi keilmuan dan/atau organisasi lain yang menunjang kegiatan Tri Dharma Pendidikan Tinggi;
- d. **Pengabdian Kepada Masyarakat (PPM)**, dalam kegiatan terprogram, terjadwal atau insidental;
- KEDUA : Dosen-dosen yang melaksanakan penugasan wajib membuat Laporan Kegiatan, dengan mengikuti pedoman dari Fakultas/Program Studi, sebagai pertanggungjawaban atas kegiatan yang diikuti;
- KETIGA : Kegiatan Tri Dharma yang tidak termasuk dalam surat keputusan ini akan memiliki penugasan tersendiri;
- KEEMPAT : Keputusan ini berlaku sejak tanggal ditetapkan dan akan diubah sebagaimana mestinya apabila di kemudian hari terdapat kekeliruan.

Ditetapkan di : Jakarta

Tanggal : 02 September 2025

Dekan Fakultas Teknologi Informasi



Dr. Ir. Achmad Solichin, S.Kom., M.T.I



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UNIVERSITAS BUDI LUHUR**

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**TENTANG:
PENUGASAN KEGIATAN TRI DHARMA & PENUNJANG BAGI DOSEN
FAKULTAS TEKNOLOGI INFORMASI UNIVERSITAS BUDI LUHUR
SEMESTER GASAL TAHUN AKADEMIK 2025/2026**

No	NUPTK	Nama	Program Studi
1	6356750651130093	ABDUL MUIS SOBRI	Teknik Informatika (S1)
2	5934758659137112	ACHMAD ADITYA ASHADUL USHUD	Teknik Informatika (S1)
3	4437767668130323	ACHMAD ARDIANSYAH	Teknik Informatika (S1)
4	7937760661130282	ACHMAD SOLICHIN	Ilmu Komputer (S3)
5	5454763664230162	AGNES ARYASANTI	Sistem Informasi (S1)
6	1947743644130112	AGUNG PRIHARTONO	Sistem Informasi (S1)
7	4652761662130272	AGUNG SAPUTRA	Teknik Informatika (S1)
8	8141761662130183	AGUS UMAR HAMDANI	Sistem Informasi (S1)
9	2636769670130302	AHMAD PUDOLI	Teknik Informatika (S1)
10	3955753654130082	AKHMAD UNGGUL PRIANTORO	Ilmu Komputer (S2)
11	1653757658130122	ANDY RIO HANDOKO	Teknik Informatika (S1)
12	1646766667130292	ANGGA KUSUMA NUGRAHA	Teknik Informatika (S1)
13	8947761662230262	ANITA DIANA	Sistem Informasi (S1)
14	0544751652130173	ANTON SATRIA PRABUWONO	Ilmu Komputer (S2)
15	4535772673130233	ANWAR RIFA'I	Teknik Informatika (S1)
16	5060770671130293	AQMAL MAULANA	Teknik Informatika (S1)
17	6647764665131142	ARI SAPUTRO	Manajemen Informatika (D3)
18	5239757658130173	ARIEF WIBOWO	Ilmu Komputer (S3)
19	0543756657130133	ARIF BRAMANTORO	Ilmu Komputer (S2)
20	4162753654131073	ARMAN YUSUF	Teknik Informatika (S1)
21	2533753654130132	ARSANTO NARENDRO	Teknik Informatika (S1)
22	5251757658130183	ASEP ABDUL ROHMAN	Sistem Informasi (S1)
23	7752762663237012	ATIK ARIESTA	Manajemen Informatika (D3)
24	3733759660130242	BASUKI HARI PRASETYO	Teknik Informatika (S1)
25	9846770671130352	BAYU SATRIA PRATAMA	Sistem Informasi (S1)
26	9551750651130082	BRURI TRYA SARTANA	Sistem Informasi (S1)
27	2555742643130063	BULLION DRAGON ANDAH	Sistem Informasi (S1)
28	3251756657130123	DARMAWAN BAGINDA NAPITUPULU	Ilmu Komputer (S2)
29	5560751652130083	DENI MAHDIANA	Sistem Informasi (S1)



No	NUPTK	Nama	Program Studi
30	8556757658137103	DENNI KURNIAWAN	Ilmu Komputer (S2)
31	3535770671130233	DEVIT SETIONO	Sistem Informasi (S1)
32	1542762663230293	DEWI KUSUMANINGSIH	Sistem Informasi (S1)
33	4454761662130162	DIAN ANUBHAKTI	Sistem Informasi (S1)
34	7637741642130122	DJATI KUSDIARTO	Sistem Informasi (S1)
35	2243767668130313	DOLLY VIRGIAN SHAKA YUDHA SAKTI	Teknik Informatika (S1)
36	4556758659231082	DWI PEBRIANTI	Ilmu Komputer (S2)
37	9560763664230232	DWI PUSPITA ANGGRAENI	Teknik Informatika (S1)
38	2155762663131103	FERDIANSYAH	Komputerisasi Akuntansi (D3)
39	3453751652130073	FX BIMA CAHYA PUTRA	Sistem Informasi (S1)
40	2538753654130102	GANDUNG TRIYONO	Sistem Informasi (S1)
41	9043744645130083	GATOT PURWANTO	Sistem Komputer (S1)
42	4751753654230082	GRACE GATA	Komputerisasi Akuntansi (D3)
43	0537746647130122	GUNAWAN PRIA UTAMA	Teknik Informatika (S1)
44	0740763664130282	HADIDTYO WISNU WARDANI	Teknik Informatika (S1)
45	5846747648130102	HARI SOETANTO	Ilmu Komputer (S3)
46	9838763664130292	HARIS MUNANDAR	Teknik Informatika (S1)
47	8857759660131082	HENDRI IRAWAN	Sistem Informasi (S1)
48	0652765666130282	HILLMAN AKHYAR DAMANIK	Teknik Informatika (S1)
49	4735758659130162	HUMISAR HASUGIAN	Sistem Informasi (S1)
50	0434764665230262	IKA SUSANTI	Teknik Informatika (S1)
51	8949771672130282	IKHSAN RAHDIANA	Teknik Informatika (S1)
52	3941771672130302	IMAN PERMANA	Sistem Komputer (S1)
53	7437754655230112	IMELDA	Teknik Informatika (S1)
54	7746771672230342	INDAH PUSPASARI HANDAYANI	Sistem Informasi (S1)
55	2654764665130222	INDRA	Teknik Informatika (S1)
56	7454765666130203	INDRA HERTANTO	Teknik Informatika (S1)
57	9950765666130302	INDRA NUGRAHA ABDULLAH	Ilmu Komputer (S2)
58	0537752653130122	IRAWAN	Sistem Komputer (S1)
59	6435760661230183	ITA NOVITA	Sistem Informasi (S1)
60	7734743644130092	JAN EVERHARD RIWUROHI	Ilmu Komputer (S3)
61	1944770671130422	JEREMY JONATHAN	Sistem Informasi (S1)
62	9456761662130143	JOKO CHRISTIAN	Manajemen Informatika (D3)
63	2935754655130132	JOKO SUTRISNO	Sistem Informasi (S1)
64	2851769670130282	KUKUH HARSANTO	Sistem Informasi (S1)
65	9849754655130112	LAUW LI HIN	Sistem Informasi (S1)



No	NUPTK	Nama	Program Studi
66	5460755656230082	LESTARI MARGATAMA	Teknik Informatika (S1)
67	6849759660131132	LIS SURYADI	Komputerisasi Akuntansi (D3)
68	3457756657130123	LUHUR BAYUAJI	Ilmu Komputer (S2)
69	1654747648130072	MARDI HARDJIANTO	Ilmu Komputer (S2)
70	8639765666237002	MARINI	Sistem Informasi (S1)
71	5540767668230303	MEPA KURNIASIH	Teknik Informatika (S1)
72	4562753654230103	MERRY ANGGRAENI	Teknik Informatika (S1)
73	2453748649130073	MOHAMMAD ANIF	Teknik Informatika (S1)
74	9248752653130093	MOHAMMAD SYAFRULLAH	Ilmu Komputer (S2)
75	0643760661230242	MOTIKA DIAN ANGGRAENI	Sistem Informasi (S1)
76	2961757659200032	MUFTI	Teknik Informatika (S1)
77	0333764665130313	MUHAMAD SALMAN ALFARISI	Manajemen Informatika (D3)
78	1961760661130172	MUHAMMAD AINUR RONY	Teknik Informatika (S1)
79	7050757658237093	NAWINDAH	Sistem Informasi (S1)
80	6050754655230123	NIDYA KUSUMAWARDHANY	Sistem Informasi (S1)
81	3547763664230252	NOFIYANI	Sistem Informasi (S1)
82	5037758659230233	NONI JULIASARI	Sistem Informasi (S1)
83	4847756657231432	NURWATI	Sistem Informasi (S1)
84	1834757658230202	PAINEM	Sistem Informasi (S1)
85	2543764665230232	PEPI PERMATASARI	Sistem Informasi (S1)
86	4554760661230252	PIPIN FARIDA ARIYANI	Teknik Informatika (S1)
87	4151756657130113	PURWANTO	Teknik Informatika (S1)
88	8540769670230272	PUTRI HAYATI	Teknik Informatika (S1)
89	2362766667131233	RAHMAT OKTAVIAN	Teknik Informatika (S1)
90	5947771672230352	RATNA KUSUMAWARDANI	Sistem Informasi (S1)
91	3537759660230223	RATNA UJIAN DARI	Sistem Informasi (S1)
92	4656758659230152	RETNO WULANDARI	Sistem Informasi (S1)
93	0949761662230182	REVA RAGAM SANTIKA	Teknik Informatika (S1)
94	0443759660230253	RIRI IRAWATI	Sistem Komputer (S1)
95	1660744645230082	RIRIT ROESWIDIAH	Teknik Informatika (S1)
96	1745767668230302	RISKIANA WULAN	Teknik Informatika (S1)
97	2959764665237002	RIZKA TIAHARYADINI	Teknik Informatika (S1)
98	4456766667130233	RIZKY PRADANA	Sistem Informasi (S1)
99	4943758659130162	RIZKY TAHARA SHITA	Teknik Informatika (S1)
100	6235757658230143	RUSDAH	Ilmu Komputer (S2)
101	6249760661230213	SAFITRI JUANITA	Sistem Informasi (S1)



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102	4554753654230092	SAFRINA AMINI	Teknik Informatika (S1)
103	3444749650130102	SAMIDI	Ilmu Komputer (S2)
104	4261760661230183	SAMSINAR	Sistem Informasi (S1)
105	9937760661130262	SEJATI WALUYO	Teknik Informatika (S1)
106	0157741642130083	SETYAWAN WIDYARTO	Ilmu Komputer (S2)
107	0241752653237043	SRI MULYATI	Sistem Informasi (S1)
108	3542749650230153	SRI WAHYUNINGSIH	Sistem Informasi (S1)
109	0246748649131143	SUBANDI	Teknik Informatika (S1)
110	7944752653130152	SUBANDI	Teknik Informatika (S1)
111	5937767668130372	SYAMSUDIN ZUBAIR	Teknik Informatika (S1)
112	4549736637130032	TATANG WIRAWAN WISNUADJI	Sistem Komputer (S1)
113	5539750651131093	TEJA ENDRA ENG TJU	Sistem Informasi (S1)
114	7552757658230133	TITIN FATIMAH	Sistem Informasi (S1)
115	7449765666230222	TRI IKA JAYA KUSUMAWATI	Sistem Informasi (S1)
116	6447751652130113	UTOMO BUDIYANTO	Teknik Informatika (S1)
117	4639763664130282	WAHYU PRAMUSINTO	Manajemen Informatika (D3)
118	9252739640130053	WENDI USINO	Ilmu Komputer (S3)
119	4749764665137022	WINDARTO	Teknik Informatika (S1)
120	7854758659230162	WINDHY WIDHYANTY	Teknik Informatika (S1)
121	9758748649230072	WIWIN WINDIHASTUTY	Sistem Informasi (S1)
122	2257766667230243	WULANDARI	Sistem Informasi (S1)
123	7863755656130092	YANI PRABOWO	Sistem Komputer (S1)
124	3948765666230332	YESI PUSPITA DEWI	Sistem Informasi (S1)
125	0448750651130092	YUDI SANTOSO	Sistem Informasi (S1)
126	6945763664130252	YUDI WIHARTO	Teknik Informatika (S1)
127	4057766667230303	YULIANAWATI	Sistem Informasi (S1)
128	7061753654230083	YULIAZMI	Sistem Informasi (S1)
129	6952768669130332	ZAQI KURNIAWAN	Teknik Informatika (S1)

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