

**MODEL PENGATURCARAAN GOL UNTUK PENJADUALAN
KUNJUNGAN KEMPEN POLITIK: KAJIAN KES
DI KABUPATEN KAMPAR, RIAU, INDONESIA**
(A Goal Programming Model for Scheduling Political Campaign:
A Case Study in Kabupaten Kampar, Riau, Indonesia)

NASRUDDIN HASSAN & SRI BASRIATI MOHAMMAD BASIR

ABSTRAK

Dalam makalah ini dibincangkan tentang pembinaan model bagi masalah penjadualan kunjungan ahli politik semasa kempen pilihan raya di Kabupaten Kampar, Riau, Indonesia melalui pendekatan pengaturcaraan gol sifar-satu. Tujuan kajian ini adalah untuk membuat penjadualan kunjungan yang cekap sehingga dapat meningkatkan lagi peluang calon untuk memenangi pilihan raya. Pembinaan model bagi masalah ini adalah berdasarkan kepada polisi parti. Ahli politik dikehendaki mengunjungi 20 daerah yang terdapat di dalam Kabupaten Kampar dalam tempoh 14 hari dengan kekangan yang telah ditetapkan oleh parti yang harus dipenuhi. Penyelesaian tersaur bagi model yang dibina ini berjaya diperoleh dengan menggunakan perisian LINGO versi 8.0.

Kata kunci: pengaturcaraan gol sifar-satu; jadual kunjungan; kempen politik

ABSTRACT

This paper discusses the development of a zero-one goal programming model to schedule a politician's visit to his constituencies during the political campaign in Kabupaten Kampar, Riau, Indonesia. The visiting schedule has to be done in an efficient manner in order to have maximum exposure hence increasing his chance to win in the election. The model developed for this problem will be based on party policies. The politician must visit 20 constituencies in Kabupaten Kampar within a 14 day-period with certain conditions and requirements set by the party to be fulfilled. A feasible solution to the model is found using LINGO version 8.0.

Keywords: zero-one goal programming; visiting schedule; political campaign

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Nasruddin Hassan & Sri Basriati Mohammad Basir

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*Pusat Pengajian Sains Matematik
Fakulti Sains dan Teknologi
Universiti Kebangsaan Malaysia
43600 UKM Bangi
Selangor D.E., MALAYSIA
Mel-el: nas@ukm.my**

* Penulis untuk dihubungi