ABSTRAK

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Judul   : Sistem Rekomendasi Pariwisata Kabupaten Pengandaran
dengan Collaborative Filtering Frequent Pattern Growth dan Eclat

Penelitian ini bertujuan untuk mengembangkan sistem rekomendasi pariwisata di Kabupaten Pengandaran, Jawa Barat dengan metode Collaborative Filtering, Frequent Pattern Growth, dan Eclat. Kabupaten ini memiliki potensi pariwisata yang besar, namun wisatawan sering kesulitan memilih tujuan wisata sesuai preferensi mereka. Sistem rekomendasi ini bertujuan untuk memberikan rekomendasi yang personal dan efektif, serta meningkatkan promosi pariwisata di wilayah tersebut.Metode penelitian melibatkan pengumpulan data dari berbagai sumber, analisis data, serta implementasi algoritma seperti Collaborative Filtering, Frequent Pattern Growth, dan Eclat. Pengujian dilakukan dengan menghitung similarity antar item, prediksi rating wisata yang belum diberikan, dan evaluasi akurasi dengan mean absolute error (MAE). Hasil implementasi sistem mencakup antarmuka pengguna, manajemen data wisata, serta fitur pengujian sistem. Pengujian dengan metode Black Box Testing dan User Acceptance Testing (UAT) menghasilkan hasil yang memuaskan dan tingkat kepuasan pengguna yang baik. Dalam kesimpulan, sistem rekomendasi ini memberikan solusi bagi wisatawan dalam memilih tujuan wisata sesuai preferensi mereka di Kabupaten Pengandaran. Implikasi dari penelitian ini adalah meningkatnya promosi pariwisata dan pengalaman wisatawan, serta memberikan panduan bagi pengembangan sektor pariwisata di wilayah tersebut.

Kata kunci: Rancang Bangun Parnerus Sistem Rekomendars, new based

ABSTRACT

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with Collaborative Filtering Frequent Pattern Growth and Eclat

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This research aims to develop a tourism recommendation system in Pengandaran Regency, West Java using Collaborative Filtering, frequent pattern growth, and Eclat methods. This district has great tourism potential, but tourists often have difficulty choosing a tourist destination according to their preferences. This recommendation system aims to provide personal and effective recommendations, as well as increase tourism promotion in the region. The research method involves collecting data from various sources, data analysis, and implementing algorithms such as Collaborative Filtering, Frequent Pattern Growth, and Eclat. Testing is carried out by calculating similarities between items, predicting tourist ratings that have not been given, and evaluating accuracy with mean absolute error (MAE). The results of system implementation include user interface, tourism data management, as well as system testing features. Testing using the Black Box Testing and User Acceptance Testing (UAT) methods produced satisfactory results and a good level of user satisfaction. In conclusion, this recommendation system provides a solution for tourists in choosing tourist destinations according to their preferences in Pengandaran Regency. The implications of this research are to increase tourism and tourist promotion, as well as provide guidance for the development of the tourism sector in the region.

Keyword : Design of Parnerus Recommendations System, new based