

ABSTRAK

Kuliner merupakan salah satu sektor yang mendukung potensi pariwisata daerah. Banyaknya pilihan tempat kuliner di Kabupaten Klaten menyebabkan pengguna mengalami kesulitan dalam menemukan rekomendasi yang sesuai dengan kebutuhan pencarian. Penelitian ini bertujuan mengembangkan sistem rekomendasi kuliner berbasis web menggunakan pendekatan gabungan *Popularity-Based Filtering* dan *Content-Based Filtering* untuk menghasilkan rekomendasi yang relevan bagi pengguna. Penelitian menggunakan 807 data kuliner hasil *preprocessing* dari 1054 data awal. *Popularity-Based Filtering* digunakan untuk menghasilkan rekomendasi awal berdasarkan popularitas, sedangkan *Content-Based Filtering* digunakan untuk menghasilkan rekomendasi berdasarkan kesamaan konten menggunakan TF-IDF dan *Cosine Similarity*. Evaluasi sistem dilakukan melalui mekanisme *feedback* pengguna berbasis *graded relevance* skala 0–3 terhadap 20 query menggunakan metrik *Precision* dan NDCG. Hasil evaluasi menunjukkan bahwa sistem mampu menghasilkan rekomendasi dengan kualitas relevansi dan *ranking* yang baik, dengan rata-rata *Precision@10* sebesar 0,7950 dan *NDCG@20* sebesar 0,9187. Hasil tersebut menunjukkan bahwa sistem mampu menemukan dan menempatkan item yang relevan sesuai tingkat relevansinya.

Kata kunci: sistem rekomendasi, kuliner, *Content-Based Filtering*, *Popularity-Based Filtering*, TF-IDF, *Cosine Similarity*.

ABSTRACT

Culinary tourism is one of the sectors that contributes to regional tourism potential. The large number of culinary destinations in Klaten Regency makes it difficult for users to find recommendations that match their search needs. This study aims to develop a web-based culinary recommendation system using a combined Popularity-Based Filtering and Content-Based Filtering approach to provide relevant recommendations for users. This study used 807 culinary data obtained after preprocessing from an initial dataset of 1054 records. Popularity-Based Filtering was applied to generate initial recommendations based on popularity, while Content-Based Filtering was used to generate recommendations based on content similarity using TF-IDF and Cosine Similarity. System evaluation was conducted through a user feedback mechanism based on a graded relevance scale of 0–3 for 20 queries using Precision NDCG metrics. The evaluation results indicate that the system is capable of producing recommendations with good relevance and ranking quality, achieving an average Precision@10 of 0.7950 and NDCG@20 of 0.9187. These results show that the developed system is able to identify and rank relevant items according to their relevance levels.

Keywords: recommendation system, culinary, Content-Based Filtering, Popularity-Based Filtering, TF-IDF, Cosine Similarity.