

ABSTRAK

PROTOTIPE SISTEM REKOMENDASI DESTINASI TEMPAT WISATA DI BALI

**BERBASIS METODE CONTENT – BASED RETRIEVAL (STUDI KASUS :
KABUPATEN BULELENG)**

Kabupaten Buleleng merupakan salah satu daerah di Bali yang memiliki beragam potensi wisata, seperti wisata alam, budaya, dan sejarah. Wisatawan mengalami kesulitan dalam menemukan objek wisata yang sesuai dengan minat dan preferensi mereka. Oleh karena itu, diperlukan sebuah sistem rekomendasi yang dapat membantu pengguna menemukan destinasi wisata yang relevan. Penelitian ini bertujuan untuk merancang dan membangun sistem rekomendasi destinasi wisata di Kabupaten Buleleng menggunakan metode Content-Based Retrieval. Menggunakan perhitungan TF-IDF dan Cosine Similarity untuk menghasilkan rekomendasi destinasi wisata yang relevan dengan kata kunci yang dimasukkan pengguna. Hasil implementasi menunjukkan bahwa sistem berhasil memberikan rekomendasi destinasi wisata berdasarkan kemiripan antara kata kunci pengguna dan deskripsi objek wisata. Pengujian akurasi dilakukan menggunakan metode Precision. Hasil pengujian menunjukkan nilai rata-rata precision sebesar 0,798, recall 0.821, dan F1 – Score 0.807 . Selain itu, pengujian usability yang dilakukan terhadap 15 responden menunjukkan bahwa sistem memiliki tingkat kemudahan penggunaan yang baik dengan nilai learnability sebesar 75,2%, efficiency sebesar 81,8%, memorability sebesar 83,4%, error tolerant sebesar 83,1%, satisfaction sebesar 84,7%, dan effectiveness sebesar 86,7%. Berdasarkan hasil penelitian, dapat disimpulkan bahwa metode Content-Based Filtering yang dikombinasikan dengan TF-IDF dan Cosine Similarity mampu memberikan rekomendasi destinasi wisata yang cukup akurat serta mudah digunakan oleh pengguna dalam mencari objek wisata yang sesuai dengan preferensinya.

Kata Kunci : Sistem Rekomendasi, Pariwisata, Content-Based Retrieval, TF-IDF, Cosine Similarity, Kabupaten Buleleng.

ABSTRACT

**PROTOTYPE OF A TOURIST DESTINATION RECOMMENDATION SYSTEM IN
BALI USING THE CONTENT-BASED RETRIEVAL METHOD (CASE STUDY:
BULELENG REGENCY)**

Buleleng Regency is one of the regions in Bali that possesses various tourism potentials, including natural, cultural, and historical attractions. However, tourists often experience difficulties in finding tourist destinations that match their interests and preferences. Therefore, a recommendation system is needed to assist users in discovering relevant tourist destinations. This study aims to design and develop a tourist destination recommendation system for Buleleng Regency using the Content-Based Retrieval method. The system utilizes the TF-IDF (Term Frequency–Inverse Document Frequency) and Cosine Similarity algorithms to generate recommendations that are relevant to the keywords entered by users. The implementation results show that the system successfully provides tourist destination recommendations based on the similarity between user keywords and the descriptions of tourist attractions. Accuracy testing was conducted using Precision, Recall, and F1-Score metrics. The evaluation results indicate an average precision value of 0.798, recall of 0.821, and F1-score of 0.807. In addition, usability testing involving 15 respondents demonstrated that the system has a good level of usability, with learnability of 75.2%, efficiency of 81.8%, memorability of 83.4%, error tolerance of 83.1%, satisfaction of 84.7%, and effectiveness of 86.7%. Based on the research findings, it can be concluded that the Content-Based Retrieval method combined with TF-IDF and Cosine Similarity is capable of providing sufficiently accurate tourist destination recommendations and is easy for users to use when searching for tourist attractions that match their preferences.

Keywords: Recommendation System, Tourism, Content-Based Retrieval, TF-IDF, Cosine Similarity, Buleleng Regency