

Abstract

The recommendation system is basically a system that is useful for filtering and identifying items in the form of products, services or information that have great potential to be selected, purchased or used by users. There are several methods that can be used in building a recommendation system, such as collaborative filtering which recommends items based on user similarity in terms of selecting or assigning value to items and content-based filtering which recommends items based on item similarity in terms of content or item content liked by users. However, it should be noted that each of these methods has advantages and disadvantages. To cover the weaknesses of each of these methods, a hybrid approach can be used where the two methods are combined in the hope of reducing the weaknesses of one method through the advantages of one method and producing better recommendations. Therefore, in this study, a film recommendation system was developed using hybrid collaborative filtering and content-based filtering methods. In the test, the recommended results of this method are compared with the recommendations when using only the collaborative filtering method, the content-based filtering method and the hybrid method with the two reversed. It can be concluded that the results of the tests carried out using the hybrid collaborative filtering method and content-based filtering resulted in a list of recommended film items that was better than the other 3 methods that were tested on all users in the test dataset.

Keywords: movie recommendation system, hybrid approach, collaborative filtering, content-based filtering