ABSTRACT

Indonesia is in the fourth position of the countries with the most smartphone users worldwide. Smartphones are needed in today's modern times. Smartphones are also used not only for long-distance communication but also for carrying out daily work. Smartphones are currently used for study and work and also become entertainment to play. Therefore, smartphones are very much sought after for the suitability of users who carry out their daily activities. So this research is very helpful for users to find smartphones that support their daily activities such as studying, working, and playing. This research is based on a website that can make it easier for users to see their smartphone recommendations directly. The analysis uses the K-Nearest Neighbor (KKN) method to see the ratings reviewed by other users who have tried using their smartphones with different phone brands. The calculation method in the current study uses 3 KNN calculations and uses the concept of combining calculations to find the maximum recommendation results. The result of the recommendation system using the K-Nearest Neighbor method is in the form of a review stating whether the user agrees or disagrees. In the current study, there have been 100 reviews from users, and it has a percentage of 78% for success and 22% for failure.

Kata Kunci : Smartphone, Website, Flask,Python, K-Nearest Neighbor (KNN)