

Abstract

Smartphones have become a necessity for human life today, especially in the digital era, now there are too many alternative choices for Android smartphones with a lot of specifications, so it's causing potential buyers to be confused in determining which type of android smartphone to choose. Prospective buyers are free to choose any android smartphone, get the most out of what is issued. Therefore this research builds a recommendation system by comparing two methods to help the process of selecting an Android smartphone for potential buyers. Demographic filtering methods can provide a recommendations based on similar profiles of prospective buyers. While the content-based filtering method can provide a recommendations based on the similarity of the Android smartphone specifications desired by prospective buyers with the data provided in the smartphone database. Based on evaluation on this case, content-based filtering gets better recommendation than demographic filtering.

Keywords : System Recommendation, Demographic Filtering, Content Based Filtering, Smartphone Android.