ABSTRACT

Indonesia, as a country with the largest Muslim population in the world, has significant opportunities to develop a Sharia-based economic environment. However, the financial literacy index for Shariah among Indonesian society remains remarkably low, at 8.93%, as recorded in 2019. The low financial literacy index is attributed to the lack of financial management skills within the population. Despite the rapid technological advancements, access to various information, including Shariah finance, has become easier due to the abundance of information available. However, this also leads to another challenge - with a vast amount of information accessible, it becomes difficult to find information that aligns with individual needs. To address this issue, a recommendation system is needed to provide relevant information regarding Shariah finance. The recommendation system is built using the content-based filtering method. By employing this approach, the system can suggest Shariah financial content based on the similarity level between documents, arousing curiosity and motivation among users to access more Shariah financial information. The dataset used in this study is obtained through data scraping. The literacy content data includes articles and videos, which undergo preprocessing before proceeding to the weighting process using TF-IDF and similarity calculation using cosine similarity. The successfully developed system is subsequently deployed as a cloud web server for integration into mobile applications. The performance of the article recommendation system yields an average NDCG value of 0.927751192400839, or about 92.77%. On the other hand, the performance of the video recommendation system resulted in an average NDCG value of 0.910176316200041788, or about 91.01%.

*Keywords: **Shariah Financial Literacy, Recommendation System, Content-Based Filtering, Cosine Similarity.***