

Sistem Rekomendasi Destinasi Wisata di Kota Bandung dengan *Collaborative Filtering* Menggunakan *K-Nearest Neighbors*

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Abstract

The city of Bandung is one of the popular tourist destinations in Indonesia. The large number of tourist destinations in the city of Bandung, coupled with the lack of information about tourism, poses obstacles to people's needs in choosing tourist destinations. Therefore, a recommendation system is needed to assist tourists in determining their destinations. This research developed a tourist destination recommender system in Bandung City by implementing user-based collaborative filtering and K-Nearest Neighbors algorithms to help tourists decide on their destinations based on places they have previously visited. Two similarity methods were utilized: cosine similarity and pearson correlation. Mean Absolute Error (MAE) and recommendation results were employed to evaluate the system's performance. The research results indicate that the built recommendation system adequately provides recommendations to users, with an MAE value of 2.59 for the cosine similarity method and an MAE value of 2.67 for the Pearson correlation method. Furthermore, the tourist recommendation results provided are deemed adequate as they align with the tourist profiles.

Keywords: Recommender System, Collaborative Filtering, User-Based, Cosine Similarity, Pearson Correlation, K-Nearest Neighbors

