Abstract

In today's technological advance, applications that can proide easy commercial business facilities have been familiarly used in doing transation. One of them is e-commerce application of which the main feature is enabling consumers to search, buy, and processing transaction online. However, as the number of the items displayed in an e-commerce application increase, a way is needed so that consumers can easily find the items that satisfy their demand. Therefore, recommender system has been a technology that is able to ease the consumer by giving item recommendations that suffices the consumers demand.

One of the recommender systems is knowledge-based recommender system, which enables the system to establish a recommendation to user without needing ratings or special information about the items or users.

The technique that is used in this Final Assignment is Multigranular Linguistic Information enabling the recommender system to be able to give recommendations upon items that have attributes declared in qualitative, not numerical quantitative, values. It enables users to determine their preliminary items without having to stick only in one granularity of a certain attribute value; instead they are able to adjust them according to their own understanding. . After the evaluation, the using of this technique apparently affects the accuracy of the system represented by the increasing of F-measure value.

Keywords: recommendation, item, recommender system, knowledge-based, multigranular linguistic information