

ABSTRACT

Complex product is a product that consists of many components and component products consist of features as well , an example of complex products , namely smartphones , laptops , PCs , cars and others . No doubt that there are still many consumers who do not know about the details of the features in the product complex . Consumer ignorance about the features that led to the purchase of a product the product becomes useless .

In this final application will be made to solve the above problems , in which case the application will take smartphone products . This application will use the questions according to the functional needs of users of the smartphone to allow users to express their needs . Smartphone is a complex product which consists of a component - component features , therefore be used concept mapping on the functional needs of users, smartphone components and component features. This application will use the Fuzzy Euclidian method for configuration recommendations.

The test results in this thesis show that the recommender systems using fuzzy calculations for configuration recommendation Euclidian have the accuracy rate of 92.67 % , obtained from the test results of an expert to get the right value .

Keyword: *Recommender System, Smart Phone, Fuzzy, Euclidian Fuzzy, Recommendation.*