

SISTEM REKOMENDASI MEBEL PADA JM FURNITURE DENGAN METODE ITEM-BASED COLLABORATIVE FILTERING

*(FURNITURE RECOMMENDATION SYSTEM ON JM FURNITURE WITH ITEM-
BASED COLLABORATIVE FILTERING METHOD)*

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ABSTRACT

JM Furniture is a furniture shop in Limbangan that sells a variety of furniture such as cabinets, chairs, beds, sofas, and so on. The many variations of furniture found at JM Furniture make customers confused in deciding which furniture to buy. One solution is to use a recommendation system that can help customers find the furniture they want. This study aims to create a recommendation system that can provide furniture recommendations to JM Furniture with the item-based collaborative filtering method. This system is only used to provide product recommendations to JM Furniture based on a numerical rating, namely rating 1 which indicates the customer only sees the product and rating 2 indicates the customer purchases the product using the item-based collaborative filtering method. The results of the recommendations from this study are the furniture recommendation system at JM Furniture can be used to order furniture products online and provide product sales recommendations that customers want with the item-based collaborative filtering method and item-based collaborative filtering recommendations on the furniture recommendation system at JM Furniture. can provide 3 product recommendations and best seller recommendations based on the most sales data in the current month and year as many as 3 furniture products.

Keywords : Item-Based Collaborative Filtering, JM Furniture, Recommendation

ABSTRAK

JM Furniture merupakan sebuah toko mebel di Limbangan yang menjual beragam mebel seperti lemari, kursi, tempat tidur, sofa, dan lain sebagainya. Banyaknya variasi mebel yang terdapat di JM Furniture membuat pelanggan kebingungan dalam menentukan mebel yang akan dibeli. Salah satu penyelesaiannya adalah menggunakan sistem rekomendasi yang dapat membantu pelanggan bisa mendapatkan mebel yang diinginkan. Penelitian ini bertujuan untuk membuat suatu sistem rekomendasi yang dapat memberikan rekomendasi mebel pada JM Furniture dengan metode item-based collaborative filtering. Sistem ini hanya digunakan untuk memberikan rekomendasi produk pada JM Furniture berdasarkan rating numerik yaitu rating 1 yang menunjukkan pelanggan hanya melihat produk dan rating 2 menunjukkan pelanggan membeli produk tersebut dengan menggunakan metode item-based collaborative filtering. Hasil rekomendasi dari penelitian ini adalah sistem rekomendasi mebel pada JM Furniture dapat digunakan untuk melakukan pemesanan produk mebel secara online dan memberikan rekomendasi penjualan produk yang diinginkan pelanggan dengan metode item-based collaborative filtering dan rekomendasi item-based collaborative filtering pada sistem rekomendasi mebel pada JM Furniture dapat memberikan rekomendasi 3 produk dan rekomendasi best seller berdasarkan data penjualan terbanyak pada bulan dan tahun berjalan sebanyak 3 produk mebel..

Kata Kunci : Item-Based Collaborative Filtering, JM Furniture, Rekomendasi