

**ABSTRACT****IMPLEMENTATION OF COLLABORATIVE FILTERING  
ON THE LAMPUNG TOURIST RECOMMENDATION  
SYSTEM**

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In the current digital era, developments in information technology have had a significant impact on the Lampung tourism industry. However, unfortunately, the available website only displays information related to existing tourist attractions and is not equipped with a recommendation system. This results in difficulties and takes a long time for tourists to choose a destination that suits their interests. One innovation that is increasingly developing is recommendation systems that recommend options to users based on their preferences and behavior. Collaborative filtering is a technique that uses data filtering based on similarities in user characteristics so that it can provide new information by providing information based on the patterns of one group of users who are almost the same. In Collaborative filtering, there is a user-based method. This method uses historical data from users to measure similarity with metrics such as Euclidean Distance. This approach makes recommendation systems more personalized and relevant by using data from users with similar interests. This research produces a website that can recommend tourist attractions in Lampung by utilizing user review data on tourist attractions.

**Keywords:** Collaborative Filtering, User-Based, Recommendation System, Lampung Tourism.

