

## INTISARI

### **PENERAPAN METODE CASE BASED REASONING PADA SISTEM REKOMENDASI PENENTUAN MAHASISWA MAGANG UMKM APINDO BERDASARKAN KESESUAIAN JURUSAN DAN KEBUTUHAN BISNIS**

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Penggunaan kecerdasan buatan (AI) telah berkembang pesat dalam berbagai bidang, termasuk dalam pengembangan sistem rekomendasi. Penelitian ini bertujuan untuk membangun sistem rekomendasi berbasis pengetahuan yang dapat membantu Asosiasi Pengusaha Indonesia (APINDO) Lampung dalam menentukan jumlah dan jurusan mahasiswa yang sesuai untuk mengikuti program magang di UMKM mitra APINDO. Saat ini, penempatan mahasiswa magang seringkali tidak sesuai dengan kebutuhan UMKM, mengakibatkan mahasiswa tidak dapat memberikan kontribusi optimal.

Dengan menggunakan metode *Case Based Reasoning* (CBR), sistem rekomendasi ini diharapkan dapat memastikan bahwa penempatan mahasiswa magang lebih tepat dan sesuai dengan kebutuhan bisnis UMKM. Sistem ini dikembangkan dalam bentuk website menggunakan bahasa pemrograman PHP dan database MySQL. Ruang lingkup penelitian ini mencakup pembangunan sistem rekomendasi, wawancara dan validasi data di APINDO Lampung, serta pengujian sistem dalam berbagai skenario kasus.

Hasil dari penelitian ini diharapkan dapat meningkatkan efisiensi proses pendaftaran dan penempatan mahasiswa magang, serta kualitas program magang UMKM APINDO, sehingga memberikan manfaat yang lebih besar baik bagi mahasiswa maupun UMKM.

**Kata Kunci:** Kecerdasan Buatan, Sistem Rekomendasi, *Case Based Reasoning*, Program Magang, UMKM APINDO

## ABSTRACT

### APPLICATION OF CASE-BASED REASONING METHOD IN THE INTERNSHIP STUDENT RECOMMENDATION SYSTEM FOR MSMEs BY APINDO BASED ON DEPARTMENT SUITABILITY AND BUSINESS NEEDS

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The rapid development of Artificial Intelligence (AI) has been seen in various fields, including the development of recommendation systems. This research was aimed to build a knowledge-based recommendation system to assist the Indonesian Entrepreneurs Association (APINDO) Lampung in determining the appropriate number and departments of students to participate in internship programs with APINDO's MSME partners. Currently, internship placements often do not meet the needs of MSMEs, resulting in suboptimal contributions from students. This research utilized the Case-Based Reasoning (CBR) method. By employing CBR, this recommendation system was expected to ensure that internship placements were more accurate and aligned with the business needs of MSMEs. The system was developed as a website using PHP programming language and MySQL database. The scope of this research included building the recommendation system, conducting interviews and data validation at APINDO Lampung, and testing the system under various case scenarios. The results of this study were expected to enhance the efficiency of the internship registration and placement processes, as well as the quality of APINDO's MSME internship programs, thereby providing greater benefits to both students and MSMEs.

**Keywords:** Artificial Intelligence, Recommendation System, Case-Based Reasoning, Internship Program, MSMEs APINDO

