

**MARKETPLACE RECOMMENDATION SYSTEM FOR CAR BUYING
AND SELLING IN BANDAR LAMPUNG AREA USING MOORA
METHOD (MULTI-OBJECTIVE OPTIMIZATION BY RATIO
ANALYSIS)**

By

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ABSTRACT

The increasing number of internet users has an impact on the development of e-marketplaces in Indonesia, especially online buying and selling forums. Bandar Lampung is a city in Indonesia as well as the capital and largest city in the province of Lampung. Like many other cities in Indonesia, Bandar Lampung has opened a car buying and selling business. There are several problems in several car showrooms in Bandar Lampung in marketing which are still carried out using banners so that many customers have difficulty in finding out information about the cars offered because the banner installation only displays the name of the showroom and location, there is no information about the type of car and the facilities offered.

The recommendation method used is the MOORA method. The method used in this study is a prototype and will be implemented using PHP and MySQL. This system will be tested using the Black Box method.

The results of this study are that the system built can increase the marketing reach of the company in listings, so the car showroom company wants to build a marketing facility, then a car buying and selling marketplace system will be created which will be built, focused on disseminating information on this website will present car information services quickly, anytime and anywhere.

Keywords: *System, Recommendation, Marketplace, Prototype and Black Box*