

## **ABSTRACT**

Clothing is something that shows a person's identity. Through clothing one can judge a personality, faith, profession and social status. The development of technology causes easy information, including information about clothing trends. This causes many clothing designs, making it difficult to choose which clothes are appropriate for consumers. Therefore, a system was built that makes it easier for potential customers to choose clothes. The clothing recommendation system using the content-based filtering method will help potential customers to choose appropriate clothes based on what is liked by users.

**Keywords:** Recommendation system, Content-based filtering, Clothing