

## ***Abstract***

*Collaborative filtering is a technique commonly used in the determination of production based on similarities between users. Recommender System is a part of the information filtering system that predicts the rate or likelihood of users. In recent years these very common Recommender System applied in various fields, the most popular is in the fields of film, music, news, books, articles, research, search queries, social tags, and products in general. Traditional recommender systems have ignored the social interaction between users. But in real life, when asked a friend to ask for opinions, reviews for the recommendation of a field that is being sought such as music, movies, gadgets, restaurants, books, games, software apps, in fact it is using social information for recommendations. In this thesis the popularity of social factors that are members of the SVD factorization method ++ as implicit feedback (implicit feedback) to improve the accuracy and scalability of recommendations.*

*The data used is FilmTrust dataset. This final project analyze kompleksitas computational algorithm after algorithm, SVD ++. The parameters used in the analysis are the parameters of RMSE as the evaluation. SVD++ algorithm provides RMSE results 0.799585.*

*Keywords: collaborative filtering, recommendation system, SVD ++, RMSE*