ABSTRACT

The development of creative industries is closely associated with promotions and publications of product. In Bandung city, one of creative industry sector that growing rapidly among the others is culinary. To help promote the restaurants and assist the tourists in order to determine the uniqueness and distinctiveness of Bandung culinary, then Bandung Culinary Application is made. This application can connect tourists with culinary location that they like at the moment.

In the implementation, culinary locations are given with criteria to describe the distinctness and the advantages of each location, so tourists will be able to select and make assessment of every criterion. To be able to match the desired criteria of tourists with a variety of culinary locations, then used a method to compare the strenghts and weaknesses of each culinary location. Promethee is one of suitable methods to solve this problem, because this method can objectively assess each criterion so a good comparison result can be made.

The application has 166 culinary locations data to be sorted based on similarity values and the existing criteria with the process of Promethee. As a result, 5 culinary locations will be recommended to the tourists as the best result of the search. The application has average similarity value as 83,19%, compared without using Promethee method which the difference value describes the stregths and weaknesses of each culinary location. Also, the application can be accepted by the society, it can be seen by its 93,3% compatibility.

Keywords: culinary locations, tourists, Promethee, criteria, similarity, ranking.