

ABSTRACT

A car is a four-wheeled or more means of transportation that has many benefits for humans, one of which can carry passengers and goods. As technology develops, more information is available. The same is true for information related to cars, not infrequently also someone who wants to choose a car becomes confused because too much information available on the internet car. There are also some people who don't know about the car they want, therefore we need a system that can help provide information about the car in accordance with the wishes of the user, namely the recommendation system. The recommendation system requires the right recommendation model so that it is recommended according to the user's wishes.

This Final Project will center on the problem of recommending a car selection system by building a recommendation system through an item-based Collaborative Filtering approach. To help provide a solution to this problem, this recommendation system has 9 parameters. The application of item-based Collaborative Filtering algorithm produces a recommendation system that has a Mean Absolute error (MAE) of 0.202 and has an accuracy rate of 95.955%.

Through this Final Project this final project, the author can design and implement to provide car recommendations in accordance with the wishes of the user.

Keywords: Item-based Collaborative Filtering, Car, System Recommendation, Mean Absolute Error (MAE).