

Abstract

There are many applications for streaming movies at this time, such as Netflix, Viu, Iflix, and so on. Each user has a different interest in the content provided. Thus, it is important to use a recommendation system on a platform that provides services to users, to provide satisfaction through recommendations so that users feel satisfied. In some studies it focuses more on measuring the accuracy aspects of the recommendation system. While there are aspects of the recommendation system other than accuracy, namely aspects of diversity, diversity is an aspect that plays a role in providing various recommendations based on users and content on the platform. Evaluation of the diversity aspect of the recommendation system was carried out by implementing an algorithm using the movie dataset and user preferences, then measurements were carried out using the Intra-list diversity metric to get the result of 0.65 and testing on users related to user satisfaction with the film list using a questionnaire to get an average value of 83.5% , the median value is 4, and the mode value is between 4 and 5.

Keywords: recommendation system, diversity, user satisfaction