

ABSTRACT

The tourism sector is one of the economic pillars contributing to the development of our country. This can be seen from the increasing trend from 2016 to 2019, which saw growth from 4.0% to 4.7%. With the advancement of technology, tourism in the East Java region, particularly in the Probolinggo area, has significant potential for development. Many destinations in the Probolinggo region remain undiscovered by tourists. The objective of this final project is to design a recommendation system for selecting tourism packages in the Probolinggo region.

The recommendation of tourism packages in the Probolinggo region uses the K-Means Clustering method. The process involves finding information related to tourism in Probolinggo, determining intervals, operational hours, distances from the city center, using ratings, and clustering using Google Colab application.

The result of this final project is a website that recommends tourism packages in the Probolinggo region. After data processing using the K-Means method, it generates 3 clusters for each tourism destination. From these 3 clusters, the best cluster is selected and turned into an alternative tourism package in the Probolinggo region, making it easier for potential tourists to visit those destinations.

With the existence of this tourism package recommendation website, potential tourists can more easily choose the package that suits their preferences. It is hoped that this will contribute to the increased and more evenly distributed number of tourists visiting Probolinggo.

Keywords — [**Recommendation System, K-means, Tour Packages, Probolinggo, Waterfall Method**]