

I. INTRODUCTION

Nowadays, Korean drama series become very popular among many people. These Korean drama series are known and loved by the Korean population and have also attracted a significant number of viewers from outside Korea. However, it comes with various new challenges for the audience. One of the difficulties is choosing a drama that suits their interests and passions. Due to the large number of drama series with different genres and themes, many users are confused about their choices. Recommender systems have become an important tool in meeting the demand for high-quality entertainment. Recommender systems help users sort through the information circulating on the internet to get accurate information that suits their individual tastes.

Babu et al. [1] developed a movie recommender system with a collaborative filtering approach to movie reviews using the K-Nearest Neighbor algorithm. On the other hand, Shuxian and Sen [2] designed and implemented of a movie recommender system using the Naive Bayes algorithm. This research makes a good contribution because it focuses on users' rating data. Furthermore, Reddy et al. [3] conducted research that focused on creating a content-based movie recommender system using genre correlation as its main foundation. This approach makes an excellent contribution in providing user recommendations based on their preferred genres. Then, Ahuja et al. [4] conducted research using the K-Means algorithm on movie characteristics and K-Means clustering. K-Means algorithm on movie characteristics and K-Nearest Neighbor on user preferences to build a movie recommender system. This research makes an excellent contribution to providing recommendations because it uses two approaches, namely collaborative filtering and content-based filtering. Nguyen et al. [5] also researched on movie recommender systems with the content-based collaborative filtering approach using word embedding. This research makes an excellent contribution to providing recommendations because of its ability to overcome the problem of cold-start. Another study was also conducted by Hwang and Park [6] who solved the problem of the effectiveness of movie recommender systems in South Korea, especially for users who prefer actors. The proposed method is a content-based recommender system that considers the actor's filmography and genre of 509 movies, thus providing relevant recommendations. The evaluation shows an improvement in accuracy over traditional recommender systems.

Based on the literature review, there are several studies conducted on drama recommender systems in Korea using various approaches and algorithms. However, many are still limited to specific criteria, such as actors or genres, which can reduce the variety of recommendations. Therefore, we propose a recommender system for Korean drama series. The Korean drama series recommender system will use the Singular Value Decomposition method, a matrix decomposition technique to capture patterns in users' rating data. SVD can reduce data dimensions while keeping important information, thus enabling more accurate clustering of user preferences. Thus, recommendations can be tailored to individual user preferences based on the results of the rating matrix analysis.

This research includes five discussion sections. The first section explains the background of the research. In the second section we discuss the literature study on the algorithms used in previous research. The third section explains the implementation of the Korean drama series recommender system with Singular Value Decomposition. The fourth section analyzes the system's performance compared to the baseline method. Finally, the fifth section discusses conclusions and suggestions for further research.