INTISARI

SISTEM REKOMENDASI HOTEL DENGAN PENDEKATAN CONTENT-BASED FILTERING

(Studi Kasus: Hotel di Yogyakarta pada *Website* Nusatrip.com)

Cheryl Ayu Melyani
Program Studi Statistika, Fakultas Matematika dan Ilmu Pengetahuan Alam
Universitas Islam Indonesia

Meningkatnya pandemi Covid-19 membuat aktivitas masyarakat menjadi terhambat seringkali memunculkan stress jika harus berada dirumah secara terus menerus. Hal ini menyebabkan meningkatnya tren *staycation* atau kegiatan berlibur di kota sendiri dengan menyewa sebuah hotel. Teknologi penyewaan hotel mulai dialihkan dengan adanya OTA (*Online Travel Agent*). Adanya berbagai macam hotel dengan berbagai macam fasilitas yang disuguhkan membuat masyarakat sering merasa kebingungan dalam memilih hotel yang akan ditempatinya. Untuk membantu mengatasi hal tersebut, peneliti mencoba membuat sebuah *recommendation system* untuk membantu calon penghuni hotel dalam memilih hotel sesuai dengan pilihannya. Selain itu juga dapat membantu perusahaan dalam meningkatkan pemesanan kamar hotel melalui *website*-nya. Dalam penelitian ini, peneliti akan membangun sebuah *recommendation system* hotel di Yogyakarta pada salah satu OTA di Indonesia menggunakan *Content-Based Filtering Methods*, pembobotan data teks menggunakan *Term Frequency-Invers Document Frequency* (TF-IDF*) Methods*, dan mengukur kemiripan dokumen menggunakan *Cosine Similarity Methods*. Berdasarkan hasil rekomendasi hotel Good Karma Yogyakarta sebagai contoh pengujian, didapatkan 10 hotel yang mirip yaitu Happy Buddha Yogyakarta – Hostel, Nextdoor Homestay, Hotel Puspita, OYO 426 Hotel Gading Resto, Omah Jegog Homestay, Prawirotaman Homestay, RedDoorz near Prawirotaman, Ayodhya Garden Hostel Yogyakarta by HOM, Bringin House Yogyakarta, dan House 24 Yogyakarta dengan nilai *cosine similarity* secara berturut-turut sebesar 0.956666513, 0.946570717, 0.917459394, 0.912534877, 0.886439718, 0.88221982, 0.881775275, 0.875845794, 0.872030219, dan 0.871514859.

Kata Kunci: *Staycation*, Hotel, *Recommendation System, Content-Based Filtering*.

ABSTRACT

HOTEL RECOMMENDATION SYSTEM WITH CONTENT-BASED FILTERING APPROCH

(Case Study: Hotel in Yogyakarta on Nusatrip.com Website)

Cheryl Ayu Melyani
Department of Statistics, Faculty of Matematics and Natural Sciences
Universitas Islam Indonesia

The increasing of Covid-19 pandemic has hampered people's activities, often causing stress they are only stay at home continuously. This has led to an increasing trend of staycations or holiday activities in the city itself by renting a hotel. Hotel rental technology has begun to be transferred with the existence of OTA (Online Travel Agent). The existence of various kinds of hotels with various kinds of facilities that makes people feel confused in choosing which hotel to occupy. To help overcome this, the researchers tried to create a recommendation system to help prospective hotel residents choose the hotel according to their choice. In addition, it can also assist companies in increasing hotel room reservations through its website. In this study, researchers will build a hotel recommendation system in Yogyakarta at one of the OTAs in Indonesia using Content-Based Filtering Methods, weighting text data using Term Frequency-Inverse Document Frequency (TF-IDF) Methods and measuring document similarity using Cosine Similarity Methods. Based on the results of the Good Karma Yogyakarta hotel recommendations as a test example, 10 similar hotels were obtained, namely Happy Buddha Yogyakarta – Hostel, Nextdoor Homestay, Hotel Puspita, OYO 426 Hotel Gading Resto, Omah Jegog Homestay, Prawirotaman Homestay, RedDoorz near Prawirotaman, Ayodhya Garden Hostel Yogyakarta by HOM, Bringin House Yogyakarta, and House 24 Yogyakarta with cosine similarity values 0.956666513, 0.946570717, 0.917459394, 0.912534877, 0.886439718, 0.88221982, 0.881775275, 0.875845794, 0.872030219, and 0.871514859.

Keywords: *Staycation, Hotel, Recommendation System, Content-Based Filtering*.