

INTISARI

SISTEM REKOMENDASI PEMILIHAN PRODUK SKINCARE DENGAN PENDEKATAN CONTENT-BASED FILTERING

(Studi Kasus: *Review* produk *Skincare* di *Female Daily*)

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Kulit merupakan organ tubuh terbesar yang menutupi seluruh permukaan tubuh manusia. Merawat kesehatan kulit merupakan salah satu bagian dari menjaga kesehatan tubuh yang sangat penting untuk dilakukan. Di Indonesia, tren dalam perawatan kulit atau yang saat ini dikenal dengan sebutan *skincare* terus berkembang hingga saat ini. Kebutuhan informasi bagi masyarakat khususnya dalam memilih produk *skincare* saat ini tentunya sangat dibutuhkan. *Female Daily Network* merupakan sebuah situs media informasi yang menyediakan *review* atau ulasan dari berbagai macam produk *skincare*. *Female Daily* diakui sebagai *platform* kecantikan nomor satu di Indonesia. Permasalahan yang ada saat ini yaitu banyak orang merasa sulit dalam memilih produk *skincare* karena produk yang beredar di pasaran sangat banyak, selain itu juga karena iklan yang hanya memberikan sisi positifnya saja. Berdasarkan permasalahan tersebut, diperlukan solusi berupa model sistem rekomendasi dalam memilih produk *skincare* yang diperoleh dari *review* pengguna. Penelitian ini bertujuan untuk mengetahui rekomendasi suatu produk *skincare* berdasarkan *review* menggunakan *Content-Based Filtering* dan mengetahui hasil rekomendasi produk *skincare* berdasarkan *review* yang diberikan oleh sistem rekomendasi menggunakan *Content-Based Filtering*. Metode *Content-Based Filtering* menggunakan konsep pembobotan TF-IDF dan perhitungan *Cosine Similarity*. Pada proses mendapatkan hasil rekomendasi, digunakan produk “Antioxidant Serum” sebagai contoh pengujian. Didapatkan hasil rekomendasi yang didapatkan yaitu memberikan lima rekomendasi produk terhadap pengguna (*user*) berdasarkan *review* pada produk “Antioxidant Serum” berturut-turut yaitu “Antioxidant Cleansing Foam”, “Antioxidant Toner”, “Antioxidant Soothing Gel”, “Antioxidant Night Cream”, dan “Antioxidant Morning Cream” dengan nilai *cosine similarity* berturut-turut adalah 0.875379, 0.772920, 0.670935, 0.385445, 0.296287.

Kata Kunci : *Skincare*, Sistem Rekomendasi, *Content-Based Filtering*

ABSTRACT

SKINCARE PRODUCT SELECTION RECOMMENDATION SYSTEM USING CONTENT-BASED FILTERING METHOD

(Case Study: Review of Skincare Products at Femaledaily)

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The skin is the largest organ of the body that covers the entire surface of the human body. Caring for skin health is one part of maintaining a healthy body which is very important to do. In Indonesia, the trend in skin care or what is currently known as skincare continues to grow today. The need for information for the community, especially in choosing skincare products at this time, is certainly very much needed. Female Daily Network is an information media site that provides reviews or reviews of various kinds of skincare products. Female Daily is recognized as the number one beauty platform in Indonesia. The problem that exists today is that many people find it difficult to choose skincare products because there are so many products on the market, but also because advertisements only give the positive side. Based on these problems, a solution is needed in the form of a recommendation system model in choosing skincare products obtained from user reviews. This study aims to determine the recommendation of a skincare product based on a review using Content-Based Filtering and to find out the results of a skincare product recommendation based on a review given by a recommendation system using Content-Based Filtering. The Content-Based Filtering method uses the concept of TF-IDF weighting and the calculation of Cosine Similarity. In the process of getting the recommendation results, the product "Antioxidant Serum" is used as an example of the test. The recommendation results obtained are providing five product recommendations to users based on reviews on the "Antioxidant Serum" product in a row, namely "Antioxidant Cleansing Foam", "Antioxidant Toner", "Antioxidant Soothing Gel", "Antioxidant Night Cream", and "Antioxidant Morning Cream" with cosine similarity values are 0.875379, 0.772920, 0.670935, 0.385445, 0.296287.

Keywords: *Skincare, Recommendation System, Content-Based Filtering*