

ABSTRACT

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TOURIST DESTINATION RECOMMENDATION SYSTEM BASED ON SIMILARITY BETWEEN DESIRED TOURIST DESCRIPTIONS AND TOURIST PLACE DESCRIPTIONS USING A COMBINATION OF BERT AND TF-IDF METHODS

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Advancements in information technology continue to drive transformation across various sectors, including the provision of smarter and more personalized services through recommendation systems. Travelers are now faced with a multitude of destination options, making the decision-making process increasingly complex. Artificial Intelligence (AI) plays a crucial role in simplifying this process, particularly through the development of recommendation systems tailored to individual preferences. Natural Language Processing (NLP) is essential in enhancing the accuracy of these systems, enabling a deeper analysis of destination descriptions. This study implements the IndoBERT model (Indo Bidirectional Encoder Representations from Transformers) in conjunction with SimCSE (Simple Contrastive Sentence Embedding) and TF-IDF (Term Frequency-Inverse Document Frequency) methods to build a more intelligent and personalized travel recommendation system. IndoBERT enhances the system's ability to understand the context and nuances of the Indonesian language, while SimCSE improves the capture of semantic meaning in sentences. The use of TF-IDF ensures that key terms in destination descriptions are accurately emphasized, thereby improving recommendation relevance. This method is applied in developing a personalization feature for a travel recommendation website, designed to help travelers find destinations that match their preferences. The results indicate that the IndoBERT, SimCSE, and TF-IDF-based approach allows users to input their preferences and receive accurate and relevant travel recommendations.

References (2019-2022)