

ABSTRACT

Recommendation system has become very popular on the internet because it can help users easily determine their choices. Collaborative Filtering is a method in the recommendation system to predict an item to the user based on the opinions of other users who have the same interests and preferences. In this study, collaborative filtering is combined with the Naive Bayes Classification method, and implemented into two types of collaborative filtering, user-based and item-based. In this recommendation used book dataset. To obtain appropriate collaborative filtering techniques in the implementation of the book recommendation system, an analysis of the performance of the algorithm is performed by calculating the precision and recall values from each test of the two collaborative filtering techniques. The results show that proposed combines collaborative filtering with naïve bayes classification performs better than the single collaborative recommendation method. This can be seen from the results of measuring the performance of each method.

Keywords: Recommender System, Collaborative Filtering, Naive Bayes Classification.