

# ***APPLICATION OF COLLABORATIVE FILTERING FOR COASTAL RIAU TOURIST ATTRACTION RECOMMENDATION SYSTEM***

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## ***Abstrak***

*Tourist attractions are attractive destinations for tourists to visit. especially researchers taking tourist attraction data from the Bengkalis, Siak Sri Indrapura, and Dumai areas, in the digital era, recommendation systems have become an important tool in helping tourists to choose tourist attractions that suit what they want to visit, of course by providing tourist attraction recommendations through the highest rating of an area. This research aims to develop a recommendation system for tourist attractions in coastal Riau using the collaborative filtering method, where the application of collaborative filtering in this recommendation system is to provide recommendations to tourists through the highest rating where the tourist attraction has been given a rating. by several other tourists. The data used is in the form of data on the names of tourist attractions which have been directly validated by the Bengkalis, Siak Sri Indrapura, and Dumai tourism offices, and also in the form of comment data which has been taken via Google Reviews from tourist attraction comment data. With the existence of this recommendation system , tourists can save time and effort in looking for interesting tourist attractions in coastal Riau. The results of this research are to provide tourist attraction recommendations to tourists through the highest ratings.*

**Keywords:** *recommendation system, tourist attractions, Riau Pesisir, Collaborative Filtering, rating, Google reviews.*