

CHAPTER 1

INTRODUCTION

1.1 Background

The rapid development brings a positive and negative impact on consumers. The examples of positive influences for consumers is terms of easy of communication, data storage in various types, and many more. While the examples of its negative influences can cause addiction, lack of interaction with others. Not only those two, the development of gadgets are so fast, it cause the addition of brands and models of gadgets in the market. In fact, the more brands and models of gadgets giving an impact on consumer decisions in choosing a gadget that really related to the needs of users, because there are not many medias or facilities that can give a gadget recommendations that really match the assessment of each user. Therefore, a system is required to provide recommendation based on consumer preferences or interest to an item that can assist consumers in making decisions.

From the problem above, an algorithm is needed because it can give recommendation to overcome the problem. In this project, the problem is solved by implementing the slope one algorithm using collaborative filtering method. In a collaborative filtering method, the slope one algorithm requires information from other users to rate the same item as the user who predicted the rating. Two important things in the slope one algorithm are rating of the consumer and items will be predicted. Therefore, predictions can't be made if the user has never rated the item.

Based on the explanation of the problem above, this project produces a recommendation system by implementing the slope one algorithm and collaborative filtering method into the program as a tool in determining the choice that suits the needs of the consumer.

1.2 Scope

The scope to be covered in this final project are :

1. How to processing the collaborative filtering method
2. How to implement Modified Slope One algorithm to giving gadget recommendation

1.3 Objective

The purpose of this project is to implement the slope one algorithm by using collaborative method in building gadget recommendation system.

