IMPLEMENTATION OF THE SIMPLE ADDITIVE WEIGHTING METHOD FOR RECOMMENDATIONS FOR THE SELECTION OF TOURISM OBJECTS IN NGAWI REGENCY

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ABSTRACT

Ngawi Regency has various types of interesting tourist attractions to visit. Ngawi Regency also has great tourism potential, especially with historical heritage sites and waterfalls with beautiful views. The research entitled "Implementation of the Simple Additive Weighting Method for Recommendations for Selection of Tourist Attractions in Ngawi Regency", has a problem formulation whether the Simple Additive Weighting (SAW) method can provide recommendations for tourists who want to visit tourist attractions in Ngawi Regency. The purpose of this study is to design and build a recommendation system using the Simple Additive Weighting (SAW) method in order to assist the community in determining the tourist objects they want to visit in Ngawi Regency. This study uses the Simple Additive Weighting (SAW) method. The data sources used are literature studies, interviews with the Tourism Office, and questionnaires using google form. The data will be analyzed using a Likert scale to determine the value of the training data on the alternative. The theoretical basis used comes from journals and books related to research. Based on the data analysis, it was concluded that the Simple Additive Weighting (SAW) method can be applied to the tourist attraction selection system by considering five criteria based on the results of the questionnaires distributed which are price, facilities, beauty, comfort, road access, and security. This system can provide recommendations to tourists who want to visit tourism in Ngawi Regency based on the assessment criteria entered into the system and has an accuracy rate of 99.94888% using 5 test data.

Keywords: Recommendation System, Simple Additive Weighting, Attractions, Likert Scale