

DESIGN AND BUILDING OF THE NGAWI DISTRICT TOURISM SITE RECOMMENDATION SYSTEM USING THE SIMPLE ADDITIVE WEIGHTING (SAW) METHOD

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ABSTRACT

Ngawi Regency is one of the regions in East Java Province which directly borders Central Java Province. The area of Ngawi Regency has an area of 1,298.58 km². With an area this big, of course Ngawi Regency has various types of tourist attractions, such as natural tourism, historical tourism, agrotourism, water tourism, religious tourism, and many more. So it is not surprising if there are people or even me who find it difficult to decide which tourist attractions to visit. This research aims to help determine recommendations for tourist attractions using the Simple Additive Weighting (SAW) calculation method. So, tourist attractions will be ranked based on preference values that have been calculated using the Simple Additive Weighting (SAW) method. The results of the research show that the system can calculate data on tourist attractions with a set of weights for each criterion determined by the user and then the tourist attractions are sorted from high to low preference values and displays information related to the tourist attractions so that it can help users when they want to determine tourist attractions who will visit and get detailed information regarding these tourist attractions.

Keywords: Ngawi Regency, Simple Additive Weighting, recommendations