

# **METODE TEMPLATE MATCHING CORRELATION COEFFICIENT NORMALIZED UNTUK MENDETEKSI KESESUAIAN LOGO PADA CITRA SERTIFIKAT**

**Ilham Fathullah**

*Program Studi Informatika, Fakultas Sains & Teknologi*

*Universitas Teknologi Yogyakarta*

*Jl. Ringroad Utara Jombor Sleman Yogyakarta*

*E-mail : [ilhamfathullah04@gmail.com](mailto:ilhamfathullah04@gmail.com)*

## **ABSTRACT**

*A logo is a symbol that contains meaning and is used as the identity of an organization, company or individual so that it is easily remembered by others. Therefore, the use of a logo must be in accordance with the shape and pattern of the logo of an agency. There are times when an agency changes its logo from shape or color due to various considerations. Changes in the logo by the agency have led to errors in the use of logos in various mediums, one of which is certificates. The development of information technology can be used as a tool to determine the suitability of the use of a logo. By identifying using template matching, an algorithm that compares the value of each pixel in the reference image against the identified image. The image identified is a certificate image where there is a use of the Yogyakarta Technology University logo. The template matching method using the normalized correlation coefficient calculation method gets 95% accuracy, 100% precision, and 90% sensitivity from 20 test image data.*

*Keywords: Matching Template, Normalized Correlation Coefficient, logo, image*