

# **APPLICATION OF ITEM RECOMMENDATION SYSTEM-BASED E-COMMERCE USING COLLABORATIVE FILTERING IN DIEF SHOP ACCESSORIES**

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## **ABSTRACT**

Dief shop is a shop that sells cellphone accessories and computer equipment. Currently, the Dief shop still markets its products conventionally. So, the range of product information that is widely known to the public is very minimal. However, by looking at the increasingly rapid development of technology, especially in sales, the current business development has begun to change its paradigm, which is focused on local and global, namely by the use of internet technology. The software development methodology used is the waterfall methodology. The e-commerce website that is created can increase product sales, make it easier to produce product sales reports and become a medium of information, and make it easier for consumers to see the latest products without coming to the store directly. In this e-commerce application, collaborative filtering is used as a method for recommending products to customers. Collaborative filtering requires data in the form of a rating value as the primary input to produce a recommendation.

Keywords: Sales, E-commerce, Internet, Waterfall, Collaborative filtering