

**BATIK SELECTION RECOMMENDATION SYSTEM IN E-COMMERCE USING WEB-BASED USER-BASED COLLABORATIVE FILTERING METHOD**  
**(Case Study: Batik Paoman Art, Indramayu)**

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**ABSTRACT**

*Batik is an image of the height of the Indonesian craft culture that characterizes the complexity and subtlety of the decoration that grows through the canting scratches that are depicted. Batik Paoman Art is a micro business which is engaged in production and sales which was founded by Hj. Siti Ruminah Sudiono in 1980. Batik Paoman Art Located on Jl. Siliwangi No. 315 Indramayu, West Java. Batik Paoman Art produces several types of batik clothes and fabrics with the typical patterns of Indramayu Regency. There are several types of batik produced by Batik Paoman Art, namely: Batik Cap and Batik Tulis.*

*Batik Paoman Art is currently experiencing problems in the sales service system and batik selection. The obstacle faced is the large number of batik products offered, making prospective buyers confused in making choices regarding what batik products prospective buyers choose.*

*With the development of information technology to help Paoman Art Batik Shop in selling batik that implements the batik recommendation feature to buyers, the author makes a website-based batik selection recommendation system and provides an automatic payment validation feature through midtrans. The application of the system uses the User-based collaborative filtering method and the Cosine Similarity algorithm to calculate the similarity between users and a weighted sum for the calculation of predictions. The results obtained from this system is a recommendation system for selecting batik which can bring up batik products with assessments from other buyers.*

*Keywords: Recommendation System, User-Based Collaborative Filtering, Cosine Similarity, weighted sum, Batik.*