

ABSTRAK

Perkembangan teknologi informasi mendorong digitalisasi di berbagai sektor, termasuk layanan haji dan umroh. PT Ikhwan Latansa Travel membutuhkan sistem informasi berbasis website untuk meningkatkan pelayanan kepada calon jamaah. Penelitian ini bertujuan merancang sistem yang mencakup fitur pendaftaran online dan sistem rekomendasi paket menggunakan metode Content-Based Filtering. Metode ini bekerja dengan mencocokkan preferensi pengguna terhadap kategori paket, harga, dan durasi perjalanan, lalu menghitung kemiripan menggunakan algoritma Cosine Similarity. Sistem dikembangkan menggunakan PHP dan MySQL, dengan antarmuka responsif agar mudah diakses melalui berbagai perangkat. Hasil pengujian menunjukkan bahwa sistem mampu memberikan rekomendasi yang relevan dan mempermudah proses pendaftaran. Selain itu, sistem ini membantu mengurangi beban kerja admin dan meningkatkan efisiensi operasional. Dengan penerapan sistem ini, PT Ikhwan Latansa Travel dapat memberikan layanan yang lebih cepat, modern, dan sesuai kebutuhan jamaah secara personal.

Kata kunci: Sistem Informasi, Rekomendasi, Umroh, Haji, *Content-Based Filtering*,

ABSTRACT

The advancement of information technology has driven digital transformation across various sectors, including the Hajj and Umrah travel industry. PT Ikhwan Latansa Travel requires a web-based information system to enhance service quality for prospective pilgrims. This study aims to design a system that includes online registration features and a package recommendation system using the Content-Based Filtering method. This method works by matching user preferences such as package category, price range, and travel duration, then calculating similarity using the Cosine Similarity algorithm. The system is developed using PHP and MySQL, with a responsive interface to ensure accessibility across multiple devices. Testing results show that the system can provide relevant recommendations and simplify the registration process. Additionally, it reduces administrative workload and improves operational efficiency. With this system, PT Ikhwan Latansa Travel can deliver faster, more modern, and personalized services tailored to the needs of its prospective pilgrims.

Keyword: Information System, Recommendation, Umrah, Hajj, Content-Based Filtering.