

ABSTRAK

Industri skincare merupakan salah satu sektor yang terus berkembang dan memiliki peran penting dalam memenuhi kebutuhan perawatan kulit masyarakat. Namun, banyaknya variasi produk yang tersedia menyebabkan customer sering mengalami kesulitan dalam menentukan produk yang sesuai dengan jenis dan permasalahan kulit yang dimiliki. Selain itu, proses yang masih dilakukan secara manual di PT. Daviena Mandiri Indonesia menimbulkan kendala bagi admin dalam melayani banyak customer maupun calon customer secara bersamaan, sehingga pelayanan menjadi kurang optimal. Implementasi sistem rekomendasi produk skincare berbasis website menggunakan metode *Content Based Filtering (CBF)*. Sistem ini memanfaatkan data deskripsi produk dan preferensi pengguna untuk menghasilkan rekomendasi yang relevan dan sesuai dengan kebutuhan pengguna. Model rekomendasi dibangun dengan menerapkan teknik pemrosesan teks, yaitu TF-IDF dan Cosine Similarity, untuk mengukur tingkat kesesuaian antara kebutuhan pengguna dan karakteristik produk. Implementasi sistem ini diharapkan dapat membantu customer dalam memilih produk skincare secara lebih tepat dan efisien serta meningkatkan kualitas pelayanan pada PT. Daviena Mandiri Indonesia.

Kata kunci: Sistem Rekomendasi, Skincare, Daviena, *Content Based Filtering*, TF-IDF, *Cosine Similarity*, website

ABSTRACT

The skincare industry is one of the sectors that continues to grow and plays an important role in fulfilling people's skin care needs. However, the wide variety of products available often causes customers to experience difficulties in selecting products that suit their skin types and skin problems. In addition, the manual process currently used at PT. Daviena Mandiri Indonesia creates challenges for administrators in handling multiple customer and prospective customer inquiries simultaneously, resulting in less optimal service. This study implements a web-based skincare product recommendation system using the Content Based Filtering (CBF) method. The system utilizes product descriptions and user preferences to generate relevant recommendations that match user needs. The recommendation model is developed by applying text processing techniques, namely TF-IDF and Cosine Similarity, to measure the level of similarity between user needs and product characteristics. The implementation of this system is expected to help customers choose skincare products more accurately and efficiently, as well as improve service quality at PT. Daviena Mandiri Indonesia.

Keywords: Recommendation System, Skincare, Daviena, Content Based Filtering, TF-IDF, Cosine Similarity, Website.