

**PENCARIAN DOKUMEN REFERENSI DALAM PENULISAN ULASAN  
PRODUK MENGGUNAKAN TF-IDF DAN COSINE SIMILARITY**

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**ABSTRACT**

*Information Retrieval (IR) or information retrieval is a way to organize, represent, store, and search for information in text and multimedia forms (Kowalsi, 1997). Making product reviews, content or articles is one of the main points of Information Retrieval, in this research it is for marketing a product / service on the internet. Each product has its own characteristics, benefits and is recognized by people in their own way. This of course will have an impact on the creation of reviews / content / articles that are made.*

*This study aims to create a reference document search system that can be used as a reference for writing content / articles / reviews in marketing a product / service on the internet. In the process, this research uses TF-IDF and Cosine Similarity weighting which can detect text similarities, thus helping the reference search process for those who will make articles for marketing products / services on the internet and easily found by potential customers.*

*Keywords : Information Retrieval, Term Frequency-Inverse Document Frequency, Cosine Similarity, Marketing Product*