# *System Design Tourism System Using Collaborative Filtering Method*

## *(Case Study in Jember District)*

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## ABSTRACT

*This research aims to design and develop a tourism recommendation system using the Collaborative Filtering method, with a case study in Jember Regency. This system is designed to assist tourists, both local and from outside the city, in determining tourist destinations that match their preferences based on user categories and tourism categories. By using the Collaborative Filtering approach, this system is expected to provide relevant recommendations and increase user satisfaction. The implementation of technologies such as chatbots and Telegram is integrated to enhance user interaction with the system.*

**Keywords** : *Recommendation System, Collaborative Filtering, Chatbot, Telegram*