***Web-Based* Recommendation System for Motorcycle Modification Accessories Using *Content-Based Filtering* Method**

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ABSTRACT

The use of motorcycles in Indonesia continues to increase significantly, serving not only as a primary mode of transportation but also as a part of lifestyle and personal expression. For many users, modifying motorcycles by replacing or adding accessories is driven not only by the need to enhance safety and comfort in riding, but also by hobbies and the desire to improve the vehicle's aesthetic appeal. However, improper selection of accessories can negatively affect performance, safety, and overall riding comfort. Therefore, a system that can provide relevant, personalized, and needs-based recommendations for motorcycle modification accessories is essential. This study aims to develop a web-based recommendation system for motorcycle modification accessories using the Content-Based Filtering method. This method analyzes product characteristics and user preferences based on interaction history, such as liked or viewed items. Recommendations are generated by considering essential features such as brand, size, material, color, and the type of motorcycle used.

Keywords: recommendation system, motorcycle modification, accessories, content-based filtering, safety, comfort, aesthetics.