Sistem Rekomendasi Tempat Wisata di Mojokerto Menggunakan Metode *Simple Additive Weighting* (Tourist Attraction Recommendation System in Mojokerto Using the Simple Additive Weighting Method)
Rani Purbaningtyas, S.Kom., MT. (Dosen Pembimbing)

Niecola Jody Setiawan
Study Program of Informatics Engineering
Majoring of Information Technology
Program Studi Teknik Informatika
Jurusan Teknologi Informasi

ABSTRACT

Mojokerto offers a diverse range of tourist attractions, yet visitors often struggle to find relevant information and decide on destinations. This research aims to design and develop a tourist attraction recommendation system by implementing the Simple Additive Weighting (SAW) method. The system is designed to provide personalized destination alternatives based on user-defined criteria weights, thereby addressing this challenge. The development follows the Waterfall model, with data collected through direct observation and from secondary sources such as mapping services and tourism websites. This web-based system utilizes six criteria: distance, entrance fee, number of facilities, reviews, operational hours, and road accessibility, applied to 40 attractions across four categories: historical, religious, nature, and family. The Haversine Formula is employed for distance calculations. The results demonstrate that the Simple Additive Weighting (SAW) method was effectively implemented to generate recommendations. This is substantiated by functionality testing, which achieved a 100% valid result. The implication is that the system is functionally valid and can be relied upon as an effective tool for tourists in planning their visit to Mojokerto.

Keywords: *Recommendation System, Tourist Attractions, Mojokerto, Simple Additive Weighting (SAW), Decision Support System.*