ABSTRACT

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DEVELOPMENT OF CV.BUKU DIGITAL NUSANTARA WEBSITE APPLICATION USING CONTENT-BASED RECOMMENDATION ALGORITHM

The Professional Work (KP) is an activity designed for students to provide hands-on work experience and practical exposure to the professional world. Its primary aim is to enhance students' skills in their field of study, namely informatics. Additionally, the Professional Work (KP) introduces students to workplace procedures, work culture, and professional ethics within the company where the professional work is conducted.

During the Professional Work (KP) program, the practitioner focused on modernizing the website of CV. Buku Digital Nusantara by redeveloping it to be more advanced than its previous version. The purpose of this Professional Work (KP) was to develop a content recommendation system based on similarity algorithms to provide relevant digital book recommendations aligned with user preferences.

The Content-Based Recommendation Algorithm utilized in this project measures the similarity between feature vectors of digital books and user preferences. The book features were extracted from metadata such as genre, category, keywords, description, and price. The system was designed to analyze user interaction patterns, including purchase history, search activity, and ratings. During the course of this Professional Work (KP), the practitioner honed their skills and leveraged technologies such as PHP, Laravel, HTML, and CSS to develop the website application.

The implementation methods included various similarity calculation techniques, such as Hamming, Euclidean, and Jaccard, executed using the Laravel Framework. This recommendation system aims to create a web-based application that enhances service quality in the ebook sales industry.

Keywords: Digital Books, Content Recommendation, Website Application