REKOMENDASI OBJEK WISATA TERBAIK DI KABUPATEN BULELENG MENGGUNAKAN METODE *WEIGHTED PRODUCT*.

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ABSTRAK

Kurangnya referensi dan informasi mengenai objek wisata di Kabupaten Buleleng menyebabkan kesulitan bagi pengunjung dalam menentukan destinasi yang paling tepat untuk dikunjungi. Dengan berkembangnya teknologi informasi, peluang terbuka untuk meningkatkan pengalaman wisatawan melalui pengembangan sistem rekomendasi yang dapat mengidentifikasi dan menganalisis tempat wisata yang paling sesuai berdasarkan kriteria tertentu. Tujuan dari penelitian ini antara lain: (1) Untuk mengetahui implementasi metode *weighted product* dalam menentukan rekomendasi objek wisata terbaik di Kabupaten Buleleng; dan (2) Untuk memperoleh rekomendasi alternatif Wisata Terbaik di Kabupaten Buleleng. Metode penelitian ini menggunakan teknik pengumpulan data berupa observasi dan pengumpulan dokumen, di mana pengamatan langsung dilakukan oleh peneliti terhadap objek yang diteliti, serta pengumpulan dokumen dari Dinas Pariwisata Buleleng. Hasil penelitian menunjukkan bahwa implementasi metode *Weighted Product* dalam penelitian ini efektif dalam mengolah dan menganalisis data untuk menentukan rekomendasi objek wisata terbaik di Kabupaten Buleleng. Proses implementasi melibatkan tahapan normalisasi matriks keputusan, pembobotan kriteria, serta perhitungan nilai preferensi.

Kata Kunci: Wisata, *Weighted product*, Kabupaten Buleleng

RECOMMENDATIONS FOR THE BEST TOURISM OBJECTS IN BULELENG DISTRICT USING THE PRODUCT WEIGHTED METHOD.

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ABSTRACT

Visitors to tourist attractions in Buleleng district are known that the low number of references and information results in difficulties for visitors to decide on the most appropriate tourist attraction to visit. The development of information technology opens up opportunities to improve the tourist experience through the use of a criterion recommendation system that will be used to identify and analyze the most suitable tourism spots. The objectives of this study include: (1) To determine the implementation of the weighted product method in determining the best tourist attraction recommendations in Buleleng Regency; and (2) To obtain recommendations for alternative Best Tourism in Buleleng Regency. This research method uses data collection techniques in the form of Observation and Document Collection, where this research is carried out through direct observation by the researcher to the object being researched and collecting documents to the Buleleng Tourism Office. The results of the study stated that the implementation of the Weighted Product (WP) method in this study showed that the WP method was effective in processing and analyzing data to determine the best tourist attraction recommendations in Buleleng Regency. The implementation process involves the normalization of the decision matrix, weighting of criteria, and calculation of preference values.

Keywords*: Tourism, Weighted product, Buleleng Regency*