ABSTRACT

Tourism is one of the main sectors that play a role in supporting the economy of Boyolali Regency. However, information about tourist destinations in Boyolali is scattered and lacks a personalized approach to meet diverse user preferences. To overcome that problem, this research developed BoyTure, a web-based Boyolali tourism application, that incorporates a recommendation system to improve user experience. The development of BoyTure was conducted using the ICONIX Process methodology which emphasizes clear modeling to ensure a comprehensive and user-centered design. The recommendation system in BoyTure uses the cosine similarity method, which is implemented using the Node.js library. This approach allows the system to suggest destinations that match the user's interests. The application is built using the Next.js framework for the front-end as well as using Node.js (Express.js) to handle server-side logic and interaction with the MySQL. The results of testing this application show that the system is able to provide recommendations that are appropriate and in accordance with user preferences. Testing was conducted using the black box method which focuses on the functionality of the application without examining its internal logic. All key features, including destination search, rating, reviews, and recommendation system, were successfully tested with results that met the functional requirements. The adoption of BoyTure is expected to promote Boyolali tourist attractions more effectively and facilitate tourists in exploring destinations that match their preferences. Future research can explore the integration of advanced machine learning algorithms so as to improve the efficiency of the system.

Keywords : BoyTure, Cosine Similarity, ICONIX, Boyolali Tourism, Recommendation System