

ABSTRAK

Supandi, Ronald Robi, 2024. Rancang Bangun Aplikasi Rekomendasi Destinasi Wisata Jember Berbasis Android Menggunakan Metode Analytic Hierarchy Process (AHP).

Pembimbing: (1) Ulya Anisatur Rosyidah, M. Kom ; (2) Guruh Wijaya, S.T., M. Kom.

Industri pariwisata berperan penting dalam meningkatkan perekonomian daerah dan nasional, termasuk di Kabupaten Jember yang memiliki berbagai objek wisata unggulan menarik bagi wisatawan domestik maupun mancanegara. Namun, minimnya sistem informasi yang menyediakan rekomendasi destinasi wisata seringkali menyulitkan wisatawan dalam menentukan pilihan yang sesuai dengan preferensi mereka. Pembuatan rancang bangun aplikasi rekomendasi destinasi wisata berbasis Android dengan menerapkan metode *Analytic Hierarchy Process* (AHP) digunakan untuk menentukan bobot kriteria seperti harga, tipe wisata, lokasi, dan jam operasional dalam proses rekomendasi. Hasil penelitian sebesar 4.0 menunjukkan bahwa penerapan AHP dapat meningkatkan akurasi rekomendasi dan membantu wisatawan memilih destinasi yang sesuai kebutuhan mereka, sementara pembobotan kriteria terbukti efektif dalam menghasilkan rekomendasi yang lebih relevan dan transparan.

Kata Kunci: Pariwisata, Rekomendasi Destinasi, *Android*, *Analytic Hierarchy Process* (AHP).

ABSTRACT

Supandi, Ronald Robi. 2024. Design and Development of a Jember Tourist Destination Recommendation Application Based on Android Using the Analytic Hierarchy Process (AHP) Method.

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The tourism industry plays an important role in improving the regional and national economy, including in Jember Regency which has various superior tourist attractions attractive to domestic and foreign tourists. However, the lack of an information system that provides tourist destination recommendations often makes it difficult for tourists to make choices that suit their preferences. Designing an Android-based tourist destination recommendation application by applying the Analytic Hierarchy Process (AHP) method is used to determine the weight of criteria such as price, type of tour, location and operational hours in the recommendation process. The research result of 4.0 shows that the application of AHP can increase the accuracy of recommendations and help tourists choose destinations that suit their needs, while criteria weighting has proven effective in producing more relevant and transparent recommendations.

Keywords: *Tourism, Destination Recommendations, Android, Analytic Hierarchy Process (AHP).*