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LAMPIRAN

Glosarium

Yang dimaksud dengan istilah-istilah yang digunakan dalam penelitian ini adalah.

1. Sistem rekomendasi (*recommender system*) adalah pendekatan, model, teknik, alat, atau perangkat lunak untuk memberikan personalisasi rekomendasi produk barang/jasa (item) kepada pengguna (*user*) tertentu.
2. Sistem rekomendasi berbasis konten (*content-based recommender system*) adalah pendekatan, model, teknik, alat, atau perangkat lunak untuk memberikan personalisasi rekomendasi produk barang/jasa (item) kepada pengguna (*user*) tertentu berdasarkan kemiripan produk barang/jasa (item) yang dicari, dibeli, dan/atau dirating.
3. Sistem rekomendasi berbasis pemfilteran kolaboratif (*collaborative filtering-based recommender system*) adalah pendekatan, model, teknik, alat, atau perangkat lunak untuk memberikan personalisasi rekomendasi produk barang/jasa (item) kepada pengguna (*user*) tertentu berdasarkan kemiripan interaksi pengguna (*user*) dalam mencari, membeli, dan/atau merating produk barang/jasa (item).
4. Sistem rekomendasi hibrida (*hybrid recommender system*) adalah pendekatan, model, teknik, alat, atau perangkat lunak untuk memberikan personalisasi rekomendasi produk barang/jasa (item) kepada pengguna (*user*) tertentu berdasarkan kemiripan produk barang/jasa (item) dan kemiripan interaksi pengguna (*user*).
5. Sistem rekomendasi berbasis konteks (*context aware-based recommender system*) adalah pendekatan, model, teknik, alat, atau perangkat lunak untuk memberikan personalisasi rekomendasi produk barang/jasa (item) kepada pengguna (*user*) tertentu berdasarkan informasi kontekstual.
6. Sistem rekomendasi berbasis konteks (media) sosial (*social context-based recommender system*) adalah pendekatan, model, teknik, alat, atau perangkat lunak untuk memberikan personalisasi rekomendasi produk barang/jasa (item) kepada pengguna (*user*) tertentu berdasarkan informasi kontekstual (media) sosial.
7. Sistem rekomendasi berbasis konteks pengguna (*user context-based recommender system*) adalah pendekatan, model, teknik, alat, atau perangkat lunak untuk memberikan personalisasi rekomendasi produk barang/jasa (item) kepada pengguna (*user*) tertentu berdasarkan informasi kontekstual pengguna (*user*).

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8. Model rekomendasi berbasis konteks sosio-pengguna (*socio-user context-based recommendation model*) adalah representasi grafis atau matematis berdasarkan konsep, hubungan, struktur, sistem, dan aspek untuk memberikan personalisasi rekomendasi produk barang/jasa (item) kepada pengguna (*user*) tertentu berdasarkan informasi kontekstual (media) sosial dan pengguna (*user*).
9. Model rekomendasi destinasi pariwisata berbasis konteks sosio-pengguna (*socio-user context-based tourism destination recommendation model*) adalah representasi grafis atau matematis berdasarkan konsep, hubungan, struktur, sistem, dan aspek untuk memberikan personalisasi rekomendasi destinasi pariwisata kepada wisatawan tertentu berdasarkan informasi kontekstual (media) sosial dan informasi kontekstual wisatawan (pengguna).
10. Saran konteks (*context suggestion*) adalah pendekatan, model, teknik, alat, atau perangkat lunak untuk menyarankan konteks yang sesuai preferensi pengguna (*user*) berdasarkan produk barang/jasa (item) yang direkomendasikan.
11. Analisis prediktif (*predictive analytics*) adalah analisis data (*data analytics*) untuk memprediksi rekomendasi produk barang/jasa (item).
12. Analisis preskriptif (*prescriptive analytics*) adalah analisis data (*data analytics*) untuk menyarankan (meresepkan) pilihan keputusan dan/atau tindakan terbaik berdasarkan prediksi rekomendasi produk barang/jasa (item).
13. *Cold start problem* adalah potensi masalah sistem rekomendasi dalam memberikan personalisasi rekomendasi produk barang/jasa (item) terjadi ketika sistem rekomendasi berinteraksi dengan pengguna (*user*) baru dan/atau produk barang/jasa (item) baru ditambahkan ke katalog sistem rekomendasi.
14. *New tourist (user) problem* adalah potensi masalah sistem rekomendasi dalam memberikan personalisasi rekomendasi destinasi parwisata (item) terjadi ketika sistem rekomendasi berinteraksi dengan wisatawan (pengguna) yang baru.
15. *New tourism destination (item) problem* adalah potensi masalah sistem rekomendasi dalam memberikan personalisasi rekomendasi destinasi parwisata (item) terjadi ketika destinasi parwisata (item) baru ditambahkan ke katalog sistem rekomendasi.
16. *Limited content analysis* adalah potensi masalah dalam memberikan personalisasi rekomendasi produk barang/jasa (item) terjadi ketika sistem rekomendasi memiliki informasi produk barang/jasa (item) kurang lengkap.
17. *Overspecialization* adalah potensi masalah dalam memberikan personalisasi rekomendasi produk barang/jasa (item) terjadi ketika sistem rekomendasi memiliki ketersediaan produk barang/jasa (item) yang terbatas.

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18. *Sparseness* adalah potensi masalah dalam memberikan personalisasi rekomendasi produk barang/jasa (item) terjadi ketika sistem rekomendasi kekurangan data katalog produk barang/jasa (item) dan keengganan pengguna (*user*) merating produk barang/jasa (item) tersebut.
19. *Scalability* adalah potensi masalah dalam memberikan personalisasi rekomendasi produk barang/jasa (item) terjadi ketika sistem rekomendasi mengolah data produk barang/jasa (item) dalam skala besar.
20. *First-rater* adalah potensi masalah dalam memberikan personalisasi rekomendasi produk barang/jasa (item) terjadi ketika destinasi parwisata (item) baru ditambahkan ke katalog sistem rekomendasi diberikan rating minim oleh pengguna (*user*).
21. *Grey sheep problem* adalah potensi masalah dalam memberikan personalisasi rekomendasi produk barang/jasa (item) terjadi ketika kelompok pengguna (*user*) ada yang setuju atau tidak setuju dengan preferensi mayoritas pengguna (*user*).