

**IMPLEMENTASI *MACHINE LEARNING* DENGAN ALGORITMA *DECISION TREE*
C4.5 UNTUK KLASIFIKASI REKOMENDASI *INFLUENCER***

(STUDI KASUS: MAPLE MANAGAMENT)

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ABSTRAK

Pemasaran *influencer* telah menjadi strategi utama dalam dunia bisnis digital saat ini. Maple Management, sebuah perusahaan manajemen *influencer*, menghadapi tantangan dalam memilih *influencer* yang tepat. Penelitian ini bertujuan untuk meningkatkan akurasi rekomendasi *influencer* berdasarkan karakteristik pengguna dan preferensi mereka. Metode penelitian meliputi pengumpulan data dari hasil wawancara bersama tim Maple Management, dan penerapan algoritma *Decision Tree* C4.5. Hasil yang diperoleh adalah model klasifikasi rekomendasi *influencer* yang dapat membantu Maple Management dalam mengoptimalkan kampanye pemasaran *influencer* mereka. Berdasarkan pengujian menggunakan metode *confusion matrix* diperoleh nilai akurasi 80%, presisi 89%, dan recall 100%. Hal ini menunjukkan bahwa dari proses klasifikasi yang dilakukan memungkinkan akan dapat diterapkan untuk rekomendasi *influencer*.

Kata Kunci: *Influencer, Maple Management, Decision Tree C4.5*

**IMPLEMENTATION OF MACHINE LEARNING WITH C4.5 DECISION TREE
ALGORITHM FOR INFLUENCER RECOMMENDATION CLASSIFICATION**

(STUDY CASE: MAPLE MANAGAMENT)

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ABSTRACT

Influencer marketing has become a key strategy in today's digital business world. Maple Management, an influencer management company, faces challenges in selecting the right influencers. This research aims to improve the accuracy of influencer recommendations based on user characteristics and their preferences. The research method includes data collection from interviews with Maple Management team, and the application of Decision Tree C4.5 algorithm. The result obtained is an influencer recommendation classification model that can help Maple Management in optimizing their influencer marketing campaigns. Based on testing using the confusion matrix method, 80% accuracy, 89% precision, and 100% recall were obtained. This shows that the classification process is likely to be applicable for influencer recommendations.

Keywords: *Influencer, Maple Management, Decision Tree C4.5*