

## **ABSTRACT**

*Business development is increasingly growing, with the presence of information technology can help advance the business. Business developers must also be quick to set up strategies to market their business. With the growing demand, developers must also follow the existing market. These problems can be resolved by using data to get new information, with the presence of information technology will help business developers to advance their business. This study aims to create a Data Mining application system to analyze sales patterns on clothing products.*

*This research begins with system identification, system analysis and data processing then proceed with the design of the program that contains the design of the application made and the input and output on the system, then goes into the implementation phase to make the application perform the calculation process. In the implementation phase is the last stage and continued with an analysis of the design of the system being built.*

*The data mining application system is able to provide sales patterns using a priori algorithms with the Association Rule method. The results of the sales pattern are then displayed on a form-based page. With this system, business developers can find out sales patterns so they can create marketing strategies or can manage the stock of goods to be sold or marketed.*

*Keywords: Apriori Algorithm, Association Rule, Data Mining Applications System, and Sales Pattern*