ABSTRACT

Puri Utami is a Micro, Small Medium Enterprise (MSMEs) which is engaged in the home industry. In its activities, Puri Utami MSMEs carry out the production and sale process of various categories of mukena. With daily sales activities, sales transaction data increases over time, causing larger data storage. The collection of sales transaction data provides valuable information that helps support sales strategies for business continuity. Through sales transaction data, a system constructed using the market basket analysis method can be developed. This method is used to find valuable rule information from a set of transaction data. The apriori algorithm is an algorithm in data mining that aims to find association rules based on consumers consumption patterns so that it can be seen which products are purchased at the same time and indicate the habits of customers to buy the same product at a specific time. This application is designed to find association rules on product sales data at Puri Utami MSMEs using the waterfall model. The database storage process uses MyStructure Query Language (MySQL) and the program code generation uses the CodeIgniter (CI) framework with Hypertext Preprocessor (PHP) scripting language and the testing process uses black box testing techniques.

Keywords: Sales, market basket analysis, apriori algorithm