

ABSTRACT

Data mining is a process to explore and analyze data in large quantities and aims to discover patterns and regularities of the data that are useful in decision-making process in the future. Data mining is very suited to provide solutions in large data problems in the banking sector. In this final task analyzed the data of a banking enterprise customers in large numbers using Ant Colony Optimization methods for finding patterns of order that data will be used as a reference for the company to develop the company's future. In this final task is to implement how the classification of potential customers from the raw data using an unordered algorithm Rule Sets Ant-Miner is useful to streamline the classification rules or regulations in the data. The purpose of these rules is to build the case into a class outside the classroom that have been previously defined on the basis of several attributes predictions of the case.

Unordered Rule Sets Ant-Miner algorithm is the latest version of the Ant-Miner algorithm is also capable of generating the rules or the rules of a database (training data) with very good accuracy on the best test.

Key word : *data mining, classification rule, ant colony optimization (ACO), unordered rule sets ant-miner, pheromone, min_case_per_rule.*