

Abstract

The growing needs of the community will be food and clothing led to the buildup of transaction data and useless on a minimart. so that's the purpose of writing this final task is to solve the problem of market basket analysis is going on in search of frequent itemset minimarket are beneficial to developing the sales turnover by seeing any items purchased at the same time by the consumer.

Research methodology undertaken consisted of the study of literature, the design system as well as making the system software implementation with Matlab using the tools. then a test run of the system software that has been made and do an analysis of the results of the testing of the system software.

The results from testing the system software and analysis carried out indicates that there are three main parameters that affect the speed of data processing on the software system, namely the minimum value minimum value support, confidence, and the number of items in the data transactions to be tested. to produce an association rule that either the minimum confidence must be above 75% and the minimum value is 10% support.

Key words : *Market Basket Analysis, Minimum Support, Minimum Confidence, Frequent Itemset, Association Rules*