

TABLE OF CONTENTS

| | |
|--|------|
| APPROVAL PAGE..... | ii |
| SELF DECLARATION AGAINST PLAGIARISM..... | iii |
| ABSTRACT (English) | iv |
| ABSTRACT (Indonesian) | v |
| DEDICATIONS | vi |
| ACKNOWLEDGEMENTS..... | vii |
| TABLE OF CONTENTS | viii |
| LIST OF TABLES..... | x |
| LIST OF FIGURES | xi |
| CHAPTER 1: THE PROBLEM | 1 |
| 1.1 Rationale..... | 1 |
| 1.2 Theoretical Framework | 2 |
| 1.3 Conceptual Framework/Paradigm | 3 |
| 1.4 Statement of the Problems | 4 |
| 1.5 Hypothesis | 4 |
| 1.6 Assumption..... | 5 |
| 1.7 Scope and Limitation..... | 5 |
| 1.8 Significant of the Study | 5 |
| CHAPTER 2: REVIEW OF LITERATURE AND STUDIES..... | 6 |
| 2.1 Related Literature | 6 |
| 2.2 Related Study..... | 10 |
| CHAPTER 3: RESEARCH METHODOLOGY | 12 |
| 3.1 Problem..... | 12 |
| 3.2 Research Design | 13 |
| 3.2.1 Original Processes Vs Propose Processes..... | 13 |
| 3.2.1.1 DBMS_FREQUENT_ITEMSET | 15 |
| 3.2.1.2 FP-Growth | 15 |
| 3.2.1.3 Compare Support Values..... | 18 |
| 3.2.1.4 Association Rules Generation..... | 19 |

| | |
|---|----|
| 3.2.1.5 Confidence Values Generation | 19 |
| 3.2.1.6 Set Theory Analysis..... | 20 |
| 3.2.1.7 Interpretation | 24 |
| 3.3 Comparison of EFP Algorithm and IST-EFP Algorithm | 24 |
| 3.4 Experiment Design | 24 |
| 3.5 Instrument for Data Analysis..... | 25 |
| 3.6 Hardware and Software Used | 25 |
| CHAPTER 4: EXPERIMENTS & ANALYSIS..... | 26 |
| 4.1 Implementation on Minimarket Sales Dataset..... | 26 |
| 4.1.1 Reductions on Number of Items | 26 |
| 4.1.2 Reductions on Rules | 27 |
| 4.1.2.1 Rule Interpretations | 28 |
| 4.1.3 Reduction on Time Processing | 31 |
| 4.1.4 Trend Performance of Proposed Algorithm..... | 32 |
| 4.2 Implementation on Bread Company Sales Dataset..... | 33 |
| 4.2.1 Items | 33 |
| 4.2.1.1 Interpretations | 34 |
| 4.2.2 Rules | 35 |
| 4.2.2.1 Interpretations | 35 |
| 4.2.3 Transactions..... | 37 |
| 4.2.4 Time Processing | 37 |
| 4.2.5 Trend Performance of Algorithm | 38 |
| 4.3 Implementation on Big Dataset | 39 |
| 4.3.1 Reductions on Number of Items | 39 |
| 4.3.2 Reductions on Number of Time Processing | 40 |
| CHAPTER 5: CONCLUSIONS & RECOMMENDATION..... | 43 |
| 5.1 Conclusion..... | 43 |
| 5.2 Recommendation..... | 44 |
| BIBLIOGRAPHY | 45 |
| APPENDICES | 47 |