

ABSTRAK

Asmarita. 2022. *Penerapan Data Mining Market Basket Analysis Pada Apotek Dengan Metode Algoritma Apriori*, Skripsi. Tanjungpinang: Jurusan Informatika, Fakultas Teknik, Universitas Maritim Raja Ali Haji. Pembimbing I: Martaleli Bettiza, S.Si., M.Cs. Pembimbing II: Nola Ritha, S.T., M.Cs.

Apotek Anza Farma merupakan salah satu apotek yang ada di kabupaten Anambas. Apotek Anza Farma memiliki transaksi penjualan obat dari bulan ke bulan yang banyak. Data penjualan obat yang ada lambat laun akan menghasilkan tumpukan data, sehingga sangat disayangkan jika tidak dianalisa kembali. Peneliti kemudian membangun sistem atau aplikasi dengan memanfaatkan teknik data mining menggunakan algoritma apriori untuk mendapatkan aturan asosiasi. Berdasarkan transaksi penjualan obat pada apotek Anza Farma dilakukan analisa apriori dengan parameter nilai *minimum support* 10% dan nilai *minimum confidence* 70% serta data sebanyak 1030 data transaksi. Dalam penelitian ini dihasilkan 4 aturan asosiasi yang memenuhi nilai *minimum support* dan nilai *minimum confidence* yang telah ditentukan. Berdasarkan hasil aturan asosiasi final yang memenuhi nilai *support* dan nilai *confidence*, serta nilai uji lift tertinggi adalah Baby Cough Syr → Bye Bye Fever Bayi (Jika konsumen membeli Baby Cough Syr, maka akan membeli Bye Bye Fever Bayi) dengan nilai support 14% dan nilai confidence 89% serta nilai uji lift 6,3571.

Kata kunci: *Data Mining, Algoritma Apriori, Asosiasi*

ABSTRACT

Asmarita. 2022. *Application of Data Mining Market Basket Analysis in pharmacies with the Apriori Algorithm Method*, Thesis. Tanjungpinang: Informatics Engineering Department, Faculty of Engineering, University of Maritim Raja Ali Haji. Advisor: Martaleli Bettiza, S.Si., M.Cs. Advisor: Nola Ritha, S.T., M.Cs.

Anza Farma Pharmacy is one of the pharmacies in Anambas district. Anza Farma pharmacy has a lot of drug sales transactions from month to month. The existing drug sales data will gradually produce piles of data, so it is very unfortunate if it is not re-analyzed. The researcher then builds a system or application by utilizing data mining techniques using a priori algorithms to obtain association rules. Based on drug sales transactions at Anza Farma pharmacies, an a priori analysis was carried out with a minimum support value parameter of 10% and a minimum value of 70% confidence and a total of 1030 transaction data. In this study, 4 association rules were produced that meet the specified minimum support and minimum confidence values. Based on the results of the final association rules that meet the support value and confidence value, as well as the highest lift test value is Baby Cough Syr → Bye Bye Fever Baby (If a consumer buys Baby Cough Syr, then buys Bye Bye Fever Baby) with a support value of 14% and a value of 14%. confidence 89% and the lift test value is 6.3571.

Keywords: *Apriori Algorithm, Association, Data Mining*