

ABSTRACT

Business development in this digital era is very rapid and competition between companies is also getting tougher by managing different marketing strategies. One of the businesses that we often encounter in our dreams is the retail business. Retail business is a business that involves selling an item or consumer product in the form of retail or units at a store, supermarket, supermarket, etc. In increasing consumer interest in a product, it is necessary to have a store display that is neatly arranged according to the pattern of interest and the interrelationships between items. The appropriate Apriori algorithm used in this study is useful for finding a combination of products that appear simultaneously in each transaction by determining a minimum support value of 15% and a confidence of 50% can produce an association rule in the form of 1 item, namely Baby Food and Children's Milk with a lift value. of 1.36, then in order to form a pattern for placing these items at Anugrah supermarkets.

Keywords—A priori algorithm, retail, association, transaction, Rapid Miner.