ABSTRACT

Today, PT.Telkom is applying data mining to find patterns of Flexi Classy data by using Clementine 8.5 tool. But when using Clementine 8.5, it's a must to use a dongle which need extra budget (at least 5 million rupiahs).

The aim of this final project is to develop a reporting system of Flexi Classy data patterns by using *Apriori* method and *Rule Induction (GRI)* method and integrate Clementine 8.5 with PHP 5. The software is implemented using web technology, Apache as the web server, PHP 5 as the programming language, and Oracle 8.1.7 i as the database system.

Output of this system is patterns of Flexi Classy data, such as subscriber pattern during work day or holiday is tend to call to any destination operator or to any city. Based on test result by system, it can be concluded that Apriori method is better than GRI. Beside that, time to get association rule process is influenced by the number of transaction which the larger the number of transaction, the longer the time to process.

Keywords : Clementine, Association Rule, Apriori, Generalized Rule Induction (GRI).