

ABSTRACT

Every year education in Indonesia progresses and grows in line with the increasing number of schools or educational institutions. Schools are not rarely established within close proximity in one area as happened with high school country in the city of Malang. However, the problems faced by prospective students are many factors that motivate prospective students to choose a high school candidate both internal and external factors of the school. Therefore, students should be smart in choosing the best school candidates and in accordance with the criteria.

The application of Naïve Bayes method is used to predict the pass or not of the prospective students to be accepted in the state high school in Malang by using the National Examination as the parameter. In this final project will be held at one of the state high schools in Malang City, namely SMAN 3 Malang. The first step is to collect data from the Education Office of Malang City and Batu City. After that do the Data Cleaning so that data really relevant with requirement so that from attribute of school data and data of prospective student does not happened data interference in system test. The accuracy performance of the method was obtained by testing the data of the school students' training.

From the test results that input from prospective students can be processed by Naïve Bayes method and output output that the prediction of the prospective student is whether or not to pass the acceptance in SMAN 3 Malang.

Keywords : *Naïve Bayes, Prediction, Data Mining*