

ABSTRACT

Public policy is the relationship between government and community activities and all activities that are interrelated and have all opinions. This research was conducted to discuss public issues carried out by the Bandung city government that has been successful or needs to be reviewed. This research is a qualitative research using the association rules method to establish public policies set by the Bandung city government.

This study uses data from seven Instagram accounts that are related to information about changes in traffic flow in the city of Bandung, where accounts are selected using standardized criteria. Data is taken from before the traffic flow engineering is implemented, traffic engineering trials and traffic flow engineering installed. Total data used were 2099 data, of which 868 data before engineering was applied, 634 trial data were applied and 674 traffic flow engineering data were determined.

In this research, it is known that the existing public policy applied successfully, this is proven by the results of the data as follows: Before engineering the traffic flow of the word traffic has a support value of 19.4%, a trial is being arranged for the machine to flow the traffic in the traffic has a support value of 5.5%, then after there is a penetration of traffic jams the word has a support value of 11.9%. Of all the rules obtained, each rule has a lift value ratio of more than 1, meaning that all the rules produced have benefits that can be made a reference in evaluations conducted by the government.

keyword: Association Rules, Evaluation, Public policy