ABSTRACT

PREDICTION MODEL OF ADVERTISEMENT TELEVISION RATING USING DECISION TREE ALGORITHM

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Current technological advances facilitate the public to watch programs on television every day. Television is the most popular media by the public, because television has three strengths, namely moving images, sound, and public frequency. Programs on tv certainly have a break in every show that is referred to advertising. Advertising becomes information in the form of a product or service that is distributed through several media by producers to consumers. At this time advertising does not only exist during segments of a program. These ads can appear when the programs on show. Television programs are closely related to rating. If the program has a high rating, the acquisition of the rating on the advertisement can also be high. For this reason, an analysis using data mining techniques is performed. The method used to be able to collect data and predict it is using a decision tree algorithm. The tested data produces an accuracy value based on cross validation, which is then translated using the confusion matrix. The accuracy obtained is with a K = 3 value of 98,1% which is then detailed with a confusion matrix producing outputs namely, Precision = 99%, Recall = 96%, and F1-score = 97%.

Keywords: *Data Mining, Prediction, Advertisement Television Rating, Decision Tree.*