

## **ABSTRACT**

### **IMPLEMENTATION OF K-NEAREST NEIGHBORS ALGORITHM IN PREDICTING TELEVISION ADVERTISEMENT PERFORMANCE**

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Television is the most effective marketing channel and an option for advertiser today. One of the parameters to measure the success rate of television is the rating on the program that is on the television. This Parameter is also an consideration for advertiser in choosing a television station. PT. XYZ as a company engaged in the advertising industry is currently providing offers to prospective customers using historical data related to the rating already obtained. PT.XYZ has not been able to provide predictive rating in the future with a rational method. This research is conducted using data from PT. XYZ to be able to predict television advertisement performance in the future. One of the technique to solve this problem is to implement the data mining which for this case study is limited by using the k-nearest neighbors algorithm. The stages of this research are data integration, data preprocessing, data transformation, data mining, and interpretation/evaluation. Once the model is designed and evaluated. It is obtained the highest accuracy value is 87.63% with k value = 15 and the lowest accuracy is 86.25% with a value of k = 3.

**Keywords :** advertisement, television, rating, k-nearest neighbors, data mining