ABSTRACT

Application of Data Mining Restaurant Pagi Sore *Using the Apriori Algorithm Method*

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Pagi Sore *Restaurant is a business that is engaged in the culinary section which is one of the* Padang *restaurants that is in great demand by its customers. This* Pagi Sore *restaurant has a very large business opportunity to be able to develop business in* Indonesia *because of the high interest of the community in this culinary field. In its activities, this* Pagi Sore *restaurant serves consumers with dine-in or take-away services. The number of transactions that occur for dine-in or take-away services and daily transactions, the data generated is also increasing. If left alone, the sales transaction data obtained will not be a useful result for the progress and evaluation of the restaurant. With technological advances in collecting and managing data that can help in the progress of the* Pagi Sore *restaurant. Utilization of information and knowledge obtained from data, which is commonly referred to as data mining. The sales data is utilized and processed into useful information to increase sales and promotion strategies. To obtain information about the most popular dishes or side dishes at* Pagi Sore *restaurants from a sales database, the author uses an a priori algorithm that produces 14 rules so that it can be used in developing sales increases and as a culinary promotion area.*

Keywords : apriori algorithm, data mining, rules, database, sales