ABSTRACT

The cultural value system has problems regarding the problems of life in society, one of which is mentioned in the Kluckhohn framework regarding the nature of work which is a view of the work ethic in society. Based on the measurements of the questionnaire results in the preliminary research of twelve respondents, the results of the measurements concluded that the respondents already felt that the work they had was in accordance with the majors and they felt that they were working hard in their work, but they still felt that the quality of life was not better. Due to this, the researcher proposes one solution by conducting a search process whether there are gaps / gaps that arise between the level of hard work and the level of satisfaction or quality of life received. This study tries to see from a technology perspective using data mining through google trends, data processing tools spss and python with the Multiple Linear Regression method which is used to get a clearer picture of the effect of work ethic (independent variable) on quality of life (dependent variable). This is done to identify what factors influence it to appear and develop a model to visualize these factors. Results Based on the study Multiple Linear Regression has a significant regression equation found with (F (5, 5) = 8.640, p (0.017)) with $R2$ 0.896. The final value of the Multiple Linear Regression prediction model is: HDI = 145882.831 + 0.039 (rajin) + 0.027 (komitmen) + 0.012 (tekun) -459022.485 (disiplin) + 9.364 (jujur). *The results of the analysis prove that there is a significant relationship between work ethic and a better quality of life in the model.*

*Keywords—**data mining, google trend information system, multiple linear regression, statistics***