

## ***ABSTRACT***

# **FALSIFICATION OF PERCEPTIONS ABOUT SMARTPHONE BRANDS THAT WILL DOMINATE THE INDONESIAN MARKET BY MAKING PREDICTIONS USING THE CLASSIFICATION METHOD**

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*Smartphones at this time have become items that are needed by every individual in society, from children who are in elementary school to adults. In Indonesia, there are many smartphone shops from small to large smartphone shops. For smartphone sales to increase in Indonesia, in this study, search data will be collected by the Indonesian people regarding smartphone brands. Smartphone brand classification will be carried out which are categorized as high searches and low searches with the C4.5 algorithm. These smartphone stores can increase smartphone sales based on the level of search of the Indonesian people based on 34 provinces. The test results obtained an accuracy rate of 90.58% with a good classification value.*

*Keywords: algorithm C4.5, brand, smartphone, classification, Indonesia*