ABSTRACT

As a data mining functionality, association attempt to find association rules that enough with minimum support and minimum confidence. Initially, finding association rule doesn't involve taxonomy (hierarchy *is*-a) so the rule that produced just filled with items in lower level of taxonomy. Any way, we often want to find association rule that contain items in any level of taxonomy, wich will provide information needed.

This final project implement generalized association rules concept with cumulate algorithm to find frequent itemset and generalized association rules. This final project also implement minimum-interest-level as a measure that used to find association rule by exploiting information in taxonomy, beside minimum support and minimum confidence. This final project analyze the percentage of association rule that pruned by some parameter of interest-level, influence of additional sum transaction and minimum support to time processed.

From the experiment result obtained that minimum-interest-level help to prune associtaion rule more than 50% if interest level value more than or equal to one. Make up of minimum support value and sum of transaction can affect time process, where a higher the value of minimum support so a needed time process will be lower, and more amount of transaction so a needed time process will be bigger.

Keywords : data mining, generalized association rules, algoritma cumulate, minimum-interest-level, minimum support, minimum confidence