

## Abstract

In *Data Mining* there's one of applications for taking a decision which is used to analyze sales data in a company. This process analyzes consumer's habit with finding the association between different items which are by the consumer into shopping basket.

In this paper was entitled "Using *fuzzy c-Covering* For *Market Basket Analysis* In Supermarket (Case Analysis Tampi Retail Store)", was implemented by software to find the Association between different items. The Analysis which is done is focused on the time at candidate calculation and generated calculation *rule*. Accurates *rule*, *support* influences and *confidence* of rule and *rule* validity.

According to this research, we could get important matter that the calculation when the candidate of *rule* takes more time than the calculation whenever the *rule* being generated. When we see the pattern influence *support* and *confidence* against rule, that *support* and *confidence* influence *rule*. This software better used by weekly, cause accuration performance is better than by using of twice week or monthly. The calculate taking software an result of manual calculation accomplished a same *rule*.

**Keyword: Data Mining, Fuzzy c-Covering, Support, Confidence, Market Basket Analysis, rule.**