Abstract

Association is one of data mining technique for Market Basket Analysis. The output of association process is association rule. Association rule is a pattern how a costumer in buying some goods. Using association we can make some marketing strategy. Deciding what must be sale and how to increase the marketing.

The problem in association rule mining is the large of sales transaction database, and impossible to get the association rule manually. Has been needed a fast technique for mining association rule in large sale transaction database. One of technique in mining association rule is using *hash-based* algorithm. *Hash-based* algorithm is developing of *apriori* algorithm. Developing doing at how to generate candidate of association rule using *hash* table and pruning the size of sales transaction data. Using hash-based algorithm in mining association rule in sales transaction data can increase the speed and work in large database.

Keywords: association rule, mining, *hash* table, sales transaction data, pruning.