

**IMPLEMENTATION OF THE APRIORI ALGORITHM  
IN DETERMINING PRODUCT PROMOTION  
BASED ON SALES DATA**

**ABSTRACT**

Marketing strategy requires an essential reference so that the promotion is right on target by looking for similarities between transactions. The Apriori algorithm extracts information from the database, then proceeds with frequent item/item set and candidate generation so that association rules are obtained where the support and confidence values correspond to the minimum support and minimum confidence values. This study implements an a priori algorithm on the transaction dataset to form a combination of rules with the highest lift ratio value based on the specified minimum support and minimum confidence values. Transaction data used is data from Gilang Media Creative. In the experiment, a minimum of 5% support and a minimum of 40% confidence were determined. The results of this research on implementing the Apriori algorithm obtained the association rules with the highest lift ratio value, namely 1.13%, with a confidence value of 45.24%, and a support value of 5.33%.

**Keywords:** Apriori Algorithm, Product Promotion, Association Rules.