Toko Daud Information System Development based on Product Buying Interest Analysis with FP-Growth Approach Method

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ABSTRACT

Toko Daud is a trading company that sells various souvenirs from Cirebon. The products sold are divided into two types, namely food and non-food products. The more the business develops, the more diverse the products sold and the more sales transaction data. Digital storage of sales transaction data creates opportunities to analyze sales transaction data so that sales transaction data can be utilized for business development. Based on the opportunities found, an information system is designed that can provide information about product buying interest using the FP-Growth method approach. The FP-Growth method is a Market Basket Analysis process which is included in the Data Mining association which produces the Association Rule. The information system designed is the development of a product management information system, so it is continued to use Laravel PHP in developing the system. With the development of a product management information system, it can help Daud shop in analyzing product buying interest, get an overview of the product layout from the Associaton Rule innovation prototype and assist shop owners in developing marketing strategies.

Keywords*: Product, Information system, FP-Growth, Market Basket Analysis, Association Rule*