

ABSTRACT

Every company or organization that wants to survive needs to determine the effectiveness of the right promotion strategy. Determining the right promotional strategy will be able to reduce promotional costs and achieve the right promotion goals. One way that can be done to determine the promotion strategy is to use data mining techniques. The data mining technique used in this case is to use the Apriori algorithm. The a priori algorithm is one of the classical data mining algorithms. The a priori algorithm is used so that computers can learn association rules, looking for patterns of relationships between one or more items in a dataset. This research was conducted by observing several product data variables that are often considered by Captain Barbershop in determining the promotion target, namely several types of related products. The results of this study are in the form of interesting patterns from data mining results which are important information to support the right promotional strategy in providing attractive prices for Captain Barbershop members.

Keywords : *Alogaritma Apriori , Data Minning, Promotion Strategies, Member*