ABSTRACT

DATA MINING APPLICATION OF BEVERAGE PRODUCTS MARKETING IN PEPSI COLA INDOBEVERAGES COMPANY USING CLUSTERING METHOD

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In the dynamic and very competitive world of commerce or business, the people involved have to be fully prepared of the ways to surviving and developing their business range.

Pepsi Cola Indobeverages Company is a consumer products company focused on beverages. As a big company, Pepsi Cola Indobeverages Company seeks to produce various beverage products with different names and packages. Pepsi Cola Indobeverages Company is not the only one company that focused on beverages in Indonesia, there are several companies with similar direction. It is surely arising business competitions among the companies.

To be up against the business competitions and to improve company financial rewards, the company must have an ability to take the appropriate decision of definitive marketing strategies of their beverage products.

The availability of abundant data, the necessity of information (or knowledge) as the proponent to take the appropriate decision of establishing business solutions, and the infrastructure supports in information technology are the pioneers of data mining technology. Data mining purpose is to give the real solution for the decision maker of business, and to developing their business range.

Data mining is defined as one technique set that automatically used to explore comprehensively and bring the complex relations to the surface in the huge data set. The one of data mining method that used in this research is Clustering, it is identify object with the similarity of certain characteristics, and then using those characteristics as the "vector characteristic" or "centroid".

The result of this research is an application that will make analyze of huge data set easier then helpful to give information as a basic feature of company's decision makers.

Keywords: business competition, business solution, information technology, data mining, clustering