ABSTRACT

DATA MINING IMPLEMENTATION OF MOVIE RENTALS IN ULTRADISC ANTAPANI BRANCH USING ASSOCIATION RULES 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.

Ultradisc is a franchise company that is engaged in rental or lease of Original Movies. In recommending movies to its members, officers Ultradisc still use manual way by considering the rental history of each members.
In order to face the competition of business and increase revenue, related party within the company is required to make the right decision in determining marketing strategies to increase the rental transaction.

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 Association Rules Association rule is one of data mining techniques that work to find the association between variables, or a correlation structure among the items or objects in the database transactions database relational, and other information on the storage

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: information technology, data mining, association rules, business competition.