**ABSTRACT**

**Mila Aprilliyani (2015320007), *Application of a priori algorithm to determine sales patterns at 212 Mart Cibitung***

*Data on sales transactions that are increasingly increasing in number, but have not been fully utilized in finding information that is important for the company, such as searching for sales patterns to reference product layout, determine the combination of products purchased simultaneously. With the use of maximum transaction data, these data can provide information that is not yet known, so companies need analytical tools to find that information. Like finding items that are most in demand by consumers, what items are often purchased simultaneously, and can determine the layout of goods in accordance with consumer shopping behavior. Data mining is a technique for extracting hidden information and so far it has only been stored as an archive. The Apriori algorithm is one of the data mining methods that aims to produce association rules related to the minimum value of support and confidence that reinforces the association rules found. The results of this study found that Adult Milk and Snack & Biscuit products with a support value of 18.69% and 68.18% confidence or Snack & Biscuit and Adult Milk with a support value of 14.01% and confidence of 31.25% were found to be association rules.*

***Keywords: Data Mining, Apriori Algorithm, Association Rules***