

## **ABSTRACT**

*PD. Buana has difficulties in analyzing customer spending patterns to perform such sales strategies. This can lead to a competition with other companies in the Purwokerto area. Methods in this study using data mining that aims to find the products - a product often. The purpose of this study is to apply the a prio algorithm as a recommendation to see the pattern of product sales and develop new strategies to improve marketing. Benefits that can be taken from this research is to help the company using the information that has been obtained to develop sales strategies linkage of one product with another product. Association rules that can be supported 14 rules that can be used as marketing strategy. With minimumsupport (minsupp) 0.1 and minimumconfidence (mincof) 0.1.*

*Keywords: Data mining, A-Priori, sales strategy, association rules*