ABSTRACT

The Center for Handicrafts and Batik (BBKB) *is a technical implementing unit of the Ministry of Industry of the Republic of Indonesia in charge of conducting research, standardization, testing, certification, calibration and competency development activities in the batik and handicraft industry. In these activities, there were several trainings organized by* BBKB *which aimed at marketing, planning and coordinating facilities and infrastructure as well as providing services in the form of handicraft and batik training for the general public and small and medium industries (*IKM*). In connection with this activity, participants filled in biodata and personal data regarding criticism and suggestions during the training. This study aims to determine the quality of training services at* BBKB*. The analysis used is descriptive analysis using Hamming distance and Multidimensional method in Matlab software. Hamming distance as a measuring tool for the distance between two series of symbols and the same length, while the Multidimensional Scaling method as a multiple variable technique to determine the position of another object based on the similarity assessment. The next step is to find out the number of clusters using the k-means method on rapid miner software. In the calculation results using k-means, the results consist of clusters, namely cluster 0. Cluster 1, Cluster 2, Cluster 3, and Cluster 4 . Cluster 0 has 50 items, then in cluster 1 there are 3 items, Cluster 2 has 18 items, Cluster 3 has 21 items, and in cluster 4 there are 10 items with a total number of items 102. The most clusters are cluster 0 where the cluster includes statement of follow-up and quality of service that most require suggestions for improvement.*