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**Title (font style Times New Roman, bold, size 16, Center)**

**Author1<sup>1</sup>, auhtor2<sup>2</sup> (times New Roman Bold,11,center)**

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**Abstract (bold, center,time new roman,11)**

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Article Info	Competition in the business world, especially in the increasingly difficult
Received	printing world, requires developers to find strategies to increase orders for
Revised	printed products ordered. An increasing number of order data every day can
Accepted	be used to develop marketing strategies if processed correctly. A priori
	algorithms include the type of association rules in data mining. One of the
	stages of association analysis that attracts many researchers to produce
	efficient algorithms is the analysis of high-frequency patterns (frequent
	pattern mining). The importance of an association can be known by two
	benchmarks, namely: support and confidence. Support (support value) is the
	percentage of the combination of these items in the database, while
	confidence (certainty value) is the strength of the relationship between items
	in association rules.
Keywords: data mining, ordering, a priori	

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**1. Introduction (time new Roman, bold, 11)**

With the rapid development of computerized science and technology now it has become an important thing and is needed, especially in the development of organizations and management in every company or business both government and private. The amount of competition in the business world, especially in the printing industry, requires developers to find a strategy that can increase product orders at printing companies. With the printing activity every day, the longer the data will be more and more. Therefore every company must have a good data processing system so that the data generated from these transactions can be useful to be made into a monthly or annual report. The data not only functions as an archive for the company, the data can be used and processed into useful information for increasing product orders.

Printing (printing) is a technology or art that produces copies of an image very quickly, such as words or drawings on paper, cloth, and other surfaces. The development of science and technology is progressing faster, so that at this time the printing industry has become more complete and modern. Printing companies in Indonesia are growing rapidly, both on a large, medium, and small scale. This development also took place in the city of Medan, where there were various printing companies in quite a large number. The development of the number of printing companies has resulted in increasingly high business competition in the printing sector.

**2. Method (time new Roman, bold, 11)**

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## 2.1 Rule

Data mining is a process that employs one or more computer learning techniques (machine learning) to automatically analyze and extract knowledge. Other definitions include induction-based learning (induction-based learning) is the process of forming general concept definitions carried out by observing specific examples of concepts to be learned. Knowledge Discovery in Databases (KDD) is the application of scientific methods to data mining. In this context data mining is one step in the KDD process. Data mining is defined as a process of finding meaningful relationships, patterns, and new trends by filtering

Table 1. Itemset

<i>No.</i>	<i>Itemset</i>
1	Cake Boxes, Letterhead, Brochures
2	Cake Boxes, Brochures, Letterhead
3	Cake Boxes, Brochures, Letterhead
4	Brochures, Cake Boxes, Name Cards
5	Brochures, Cake Boxes, Name Cards
6	Cake Boxes, Brochures, Letterhead
7	Brochures, Letterhead, Invitations
8	Brochures, Cake Boxes, Envelopes
9	Brochures, Cake Boxes, Letterhead
10	Brochures, Invitations, Envelopes
11	Brochures, Cake Boxes, Letterhead
12	Letterhead, Cake Box, Envelopes



Figure 1. logo Institute

## 3. Results and Discussion(time new Roman, bold, 11)

### 3.1 Data requirements (time new Roman, bold, 11)

The data used in the implementation of a priori algorithm are outlined in the following pattern:

Table 1. Frequency Patterns

<i>No.</i>	<i>Itemset</i>
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1	Cake Boxes, Letterhead, Brochures
2	Cake Boxes, Brochures, Letterhead
3	Cake Boxes, Brochures, Letterhead
4	Brochures, Cake Boxes, Name Cards
5	Brochures, Cake Boxes, Name Cards
6	Cake Boxes, Brochures, Letterhead
7	Brochures, Letterhead, Invitations
8	Brochures, Cake Boxes, Envelopes
9	Brochures, Cake Boxes, Letterhead
10	Brochures, Invitations, Envelopes
11	Brochures, Cake Boxes, Letterhead
12	Letterhead, Cake Box, Envelopes

#### 4. Conclusions (time new Roman, bold, 11)

The most ordered printed materials in the data provided can be determined by using apriori algorithm, by looking at products that meet the minimum support and minimum confidence, the most ordered items are Cake Boxes and Brochures, but in the calculation of support and configuration, it is difficult if the data which is processed in large quantities.

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