

ABSTRACT

With the increasingly sophisticated technological development, people can develop bank deposit business promotion program. One way to promote business is by using telemarketing system. With sufficient data from consumers, it required a technique to process data into useful information, one of the techniques which can be used is data mining. Decision tree is one of the methods which can be used for data mining. The data used in this final project was taken from data of deposit consumers from UCI-WEKA.

This final project used decision tree by using C.45 algorithm. The development of this application is built by using visual basic 6.0 application as interface system. The processing of database used PHP *MySql*. The methodology used in system development was CRISP-DM and using Data Flow Diagram (DFD) tool for system modeling.

The result of this final project was a system which could classify consumers into a tree structure so that it produced a rule. This system can perform input data test to determine deposit consumers. In the best data accuracy test, the training data used was 40% with 71% accuracy. For the future development of the system, other algorithms can be used to be compared with the results of the system and so that it can be seen which algorithm is more effective in this case.

Keyword : Data mining, classification, Decision tree, telemarketing.