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.