

## **ABSTRACT**

### **ANALYSIS OF STRATEGIES TO INCREASE SALES VALUE OF BENJAMIN GUM AND BENJOIN GUM AT CV. KASTURI LAMINDO INTERNATIONAL USING THE NAIVE BAYES METHODBY**

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*In the current era of globalization, the competition faced by CV Kasturi Lamindo Internasional is that of a company engaged in export and import business. This company produces a fragrance known as gum Benjamin or benzoin (frankincense). Before the pandemic, CV Kasturi Lamindo Internasional consistently achieved its sales targets with many customers ordering products. However, during the pandemic, sales turnover experienced a drastic decline, influenced by the decreasing interest of customers to purchase products from CV Kasturi Lamindo Internasional, due to the economic downturn in society during the pandemic. Additionally, the export and import processes also faced difficulties as the government became stricter in overseeing export and import products. Thus, entrepreneurs are confronted with various opportunities and threats, both from outside and within the company, which will significantly impact the sustainability of the business.*

**Keywords :**Information System, Naïve Bayes