

ABSTRACT

MAPPING AND RECOMMENDATIONS FOR IMPROVING MSMEs PERFORMANCE IN PESAWARAN REGENCY USING NAIVE BAYES ALGORITHM AND NORMALIZED RATING FREQUENCY(NRF)

**By
ARI ROHMAWATI**

Improving the performance of Micro, Small and Medium Enterprises (MSMEs) is very important in anticipating the future economy, especially in strengthening the structure of the national economy. Guidance or training as well as assistance from the government is very important for MSMEs today so that MSMEs do not get worse. However, because there are many MSMEs in Pesawaran and they have not been classified properly between micro, small and medium enterprises, there are still much assistance and guidance from the government that is not well-targeted. Therefore, a data mining classification technique is needed using the Naive Bayes theorem to classify Micro, Small, and Medium Enterprises which can help the Department of Cooperatives and SMEs in Pesawaran Regency to compile data systematically and structured so that policies, policy revisions, assistance, and training can be right on target. In addition, most MSME actors are faced with problems that prevent the business from developing due to several factors such as funding, expensive raw materials, and marketing difficulties. Other problems, namely business licensing, unorganized product design, and labeling that is still carried out by each MSME are also obstacles for MSMEs. The performance of MSMEs has also not been monitored properly, while information on the development of MSMEs is very much needed by stakeholders as a reference for creating strategies to become strong and independent MSMEs that have high competitiveness. Therefore, a recommendation system is needed to improve the performance of MSMEs. The recommendations given are in the form of solutions to the problems faced by MSMEs. Based on the results of trials on sample data using the Naive Bayes algorithm, it produces an accuracy rate of 98.68%, which means that the Naive Bayes algorithm can be used as input for decision-makers. The application of the NRF method can also be used to provide recommendations in the form of solutions to several problems faced by MSMEs.

Keywords: Classification, recommendation system, MSMEs, Naive Bayes, NRF