ABSTRACT

Toko Makmur Medan is a business that run in muslim wear and batik. Since the end of the pandemic, the business having a downfall in sales due to to lack of innovation in business strategies. These problems made the business have to make new strategies in sales. This research aims to help the business to do a new business strategy by searching for products that can sold together with bundling strategy. Method that will use in this research is *Data Mining* with FP-Growth Algorithm and Association Rules. The *Data Mining* Method includes data collecting, data understanding, *Data Selection*, *Data Transformation*, algorithm implementation and evaluation. The result of this research are 5 rules or 5 pairs of product that can be sold together.

Keyword: Toko Makmur Medan, *Data Mining*, FP-Growth, Association Rules, Bundling