

## ABSTRACT

Traffic jam were caused by dense traffic flow. Population growth and the rapid increase in the use of a vehicle is one of the factors causing the traffic jam. Especially in the large metropolitan areas Bandung. Forecasting is a very important thing to know the traffic flow conditions in the future. Time intervals forecasting divided into three of which is the short-term forecasting, forecasting the medium to long-term forecasting long-term. Forecasting the flow of traffic own use short-term forecasting.

Data processing forecasting the short run uses the method *Exponential Smoothing*. A method of *Exponential Smoothing* is who should attend procedure calculation on a continual basis using the latest data. Any weighting for the data that is calculated will. This is to get the results of forecasting with the results of the smallest error. The result, recycle for a decision making uses the method *Naive Bayes Classifier*.

Keyword : Traffic Jam, Forecasting, *Exponential Smoothing*, *Naive Bayes Classifier*.