

ABSTRACT

Coffee is the second most popular commodity after tea and one of the most widely traded, with Indonesia being one of the largest producers. The coffee shop industry in Indonesia has seen rapid growth, especially from 2016 to 2019, driven by the trend of ready-to-drink coffee at affordable prices. This research aims to increase sales at Cafe Authen and Space through a discount bundling menu strategy, which involves combining two or more products into a promotional package. The bundling menu is developed based on consumer behavior analysis from sales data, with the goal of attracting consumer interest and increasing the café's profitability.

The study utilizes the Apriori algorithm to identify association patterns in the sales data. This algorithm operates on the principle that if an itemset frequently appears, its subsets are likely to appear as well. The research stages include problem identification, data pre-processing, data processing, and evaluation. The association analysis results will assist in determining the ideal product combinations for bundling, which will then be used to implement a discount strategy to boost sales at Cafe Authen and Space.

*Keyword — **Bundling Menu, Data Mining, Apriori Algorithm.***