

ABSTRAK

Minat belajar merupakan salah satu faktor penting yang mempengaruhi keberhasilan pembelajaran siswa. Minat belajar dipengaruhi oleh berbagai faktor internal dan eksternal, di antaranya motivasi belajar, gaya belajar, dan nilai rata-rata siswa. Penelitian ini bertujuan untuk menganalisis pola minat belajar siswa berdasarkan motivasi belajar, gaya belajar, dan nilai rata-rata siswa menggunakan metode *association rule mining* dengan algoritma *Apriori*. Data diperoleh melalui penyebaran kuesioner kepada 310 siswa, kemudian dikategorikan ke dalam variabel motivasi belajar (rendah, sedang, tinggi), gaya belajar (visual, auditori, kinestetik), nilai rata-rata (rendah, sedang, tinggi), dan minat belajar (rendah, sedang, tinggi). Proses analisis meliputi tahap *pre-processing* data, pembentukan itemset, perhitungan *support* dan *confidence*, serta pembentukan aturan asosiasi dengan *minimum support* 30% dan *minimum confidence* 50%. Hasil penelitian menunjukkan bahwa aturan asosiasi terkuat adalah {Motivasi Sedang_Nilai Sedang → Minat Sedang}, dengan nilai *support* sebesar 30% dan *confidence* sebesar 79%. Nilai *support* 30% menunjukkan bahwa kombinasi tersebut muncul pada 30% dari seluruh responden, sedangkan *confidence* 79% mengindikasikan bahwa sebagian besar siswa dengan motivasi dan nilai rata-rata sedang juga memiliki minat belajar sedang.

Kata Kunci: Apriori, *Association Rule Mining*, Minat Belajar Siswa

ABSTRACT

Learning interest is one of the important factors that influence student learning success. Learning interest is influenced by various internal and external factors, including learning motivation, learning style, and student average grades. This study aims to analyze student learning interest patterns based on learning motivation, learning style, and student average grades using the association rule Mining method with the Apriori algorithm. Data were obtained by distributing questionnaires to 310 students, then categorized into learning motivation variables (low, medium, high), learning style (visual, auditory, kinesthetic), average grade (low, medium, high), and learning interest (low, medium, high). The analysis process includes data pre-processing, item set formation, support and confidence calculations, and association rule formation with a minimum support of 30% and a minimum confidence of 50%. The results showed that the strongest association rule mining is if student learning motivation is {Moderate Motivation_Moderate Value $\rightarrow$ Moderate Interest} , with a support value of 30% and a confidence value of 79%. A support value of 30% indicates that this combination appears in 30% of all respondents, while a confidence value of 79% indicates that most students with moderate motivation and average grades also have moderate learning interest.

Keywords: *Apriori, Association Rule Mining, Students' Learning Interest*