PENERAPAN DATA MINING UNTUK MENGKLASIFIKASI PENERIMA DAN BUKAN PENERIMA BANTUAN JAMINAN KESEHATAN MASYARAKAT DESA SROBYONG MENGGUNAKAN METODE ALGORITMA NAIVE BAYES CLASSIFIER

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ABSTRAK

Desa Srobyong, Kecamatan Mlonggo belum memiliki sistem penentuan calon penerima Jamkesmas sehingga penerima Jamkesmas belum tepat sasaran. Pada penelitian ini, penulis mencoba menerapkan suatu sistem pendukung keputusan penentuan peserta penerima bantuan Jamkesmas. Untuk menganalisis peserta penerima bantuan jamkesmas maka digunakan data mining dengan teknik klasifikasi yang apabila sudah diketahui bisa mengurangi ketidaksinkronan data antara penerima dan bukan penerima bantuan jamkesmas. Metode yang digunakan yaitu naive bayes classifier, dan desain penelitian dengan menggunakan CRISP-DM. Data penelitian adalah data pengajuan jamkesmas Desa Srobyong Kecamatan Mlonggo Kota Jepara tahun 2013 yang dievaluasi menggunakan confusion matrix dan divalidasi dengan teknik split validation. Hasil akurasi tertinggi didapatkan setelah data penelitian dikonversi yaitu 93,33%.

Kata Kunci   :   data mining, data mining classification, naive bayes classifier, Jaminan Kesehatan Masyarakat (Jamkesmas), CRISP-DM.

DATA MINING IMPLEMENTATION FOR BENEFICIARIES CLASSIFICATION OF HEALTH ASSURANCE PROGRAM AT SROBYONG VILLAGE USING NAIVE BAYES CLASSIFIER ALGORITHM

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ABSTRACT

Srobyong's Village, District Mlonggo does not have a system of determining potential recipients so that the recipient JAMKESMAS JAMKESMAS not right on target. In this study, the authors tried to implement a decision support system for the determination of beneficiaries JAMKESMAS participants. To analyze the participant's beneficiaries jamkesmas then use data mining with classification techniques which, if already known to reduce discrepancies in the data between the receiver and not the beneficiaries jamkesmas. The method used is Naive Bayes classifier, and research design using the CRISP-DM. The research data is the data submitted by the District Mlonggo jamkesmas Srobyong's village of Jepara in 2013 were evaluated using the confusion matrix and validated with split validation techniques. The highest accuracy results obtained after the research data is converted is 93.33%.

Keyword   :   data mining, data mining classification, Naive Bayes classifier, Community Health Insurance (Assurance), CRISP-DM