

INTISARI

Penelitian ini berjudul “Sistem Informasi Pemesanan Catering dengan Fitur Rekomendasi Paket Menu Berbasis Web Menggunakan Algoritma *Apriori* (Studi Kasus: Dapur Mama Delisha)”. Penelitian ini bertujuan membangun sistem informasi pemesanan catering berbasis web yang dilengkapi rekomendasi paket menu. Metode pengembangan yang digunakan adalah *Rapid Application Development* (RAD), sedangkan rekomendasi menu menggunakan algoritma *Apriori* dengan *Support*, *Confidence*, dan *Lift ratio*. Hasil penelitian berupa sistem informasi yang memiliki fitur pengelolaan menu, pelanggan, pemesanan, transaksi, laporan penjualan, dan rekomendasi paket menu. Pengujian algoritma *Apriori* menggunakan 20 transaksi dengan minimum *Support* 20% dan minimum *Confidence* 50% menghasilkan 43 *Frequent itemset* dan 101 *Association rules*. Pengujian *Black box Testing* menunjukkan seluruh fitur berjalan sesuai kebutuhan. Pengujian *User Acceptance Testing* (UAT) terhadap 30 responden memperoleh nilai rata-rata 88,40% dengan kategori Sangat Sesuai. Berdasarkan hasil penelitian, sistem yang dibangun dapat membantu proses pemesanan dan pengelolaan catering serta memberikan rekomendasi paket menu berdasarkan pola transaksi pelanggan. Sistem juga membantu *Owner* dalam memberikan rekomendasi menu, terutama kepada pelanggan yang baru pertama kali melakukan pemesanan.

Kata kunci: Sistem Informasi, Catering, *Apriori*, Rekomendasi Paket Menu, RAD

ABSTRACT

This research is entitled “Web-Based Catering Ordering Information System with Menu Package Recommendation Features Using the Apriori Algorithm (Case Study: Dapur Mama Delisha)”. This research aims to develop a web-based catering ordering Information system equipped with menu package recommendations. The system was developed using the Rapid Application Development (RAD) method, while menu recommendations were generated using the Apriori algorithm with Support, Confidence, and Lift ratio. The results of this research are an Information system equipped with features for managing menus, Customers, orders, transactions, sales reports, and menu package recommendations. The Apriori algorithm was tested using 20 transactions with a minimum Support of 20% and a minimum Confidence of 50%, resulting in 43 Frequent itemsets and 101 Association rules. Black box Testing showed that all system features functioned according to the requirements. User Acceptance Testing (UAT) involving 30 respondents obtained an average score of 88.40%, categorized as Very Appropriate. Based on the research results, the developed system can assist the catering ordering and management processes and provide menu package recommendations based on Customer transaction patterns. The system also helps the Owner provide menu recommendations, particularly to Customers who are placing an order for the first time.*

Keywords: Information System, Catering, Apriori, Menu Package Recommendation, RAD