

ABSTRACT

This research aims at giving recommendation of Karawo pattern to its customer using Naïve Bayes algorithm. Using dataset as the training data that might be consistent, inconsistent or bias, the hypothesis is needed to have conditional probability to figure the characteristic classification using Naïve Bayes algorithm. The biggest value of Naïve Bayes calculation will be the parameter to determine suitable character for customer. According to the result it can be concluded that Naïve Bayes can be able to classify customer character with the average performance accuracy value of 90.48%.

Keywords: Classification, Naïve Bayes, Karawo.

