

## ABSTRAK

Ada beberapa faktor kunci keberhasilan seorang mahasiswa dalam menempuh studi, diantaranya adalah potensi akademik, motivasi, dan latar belakang mahasiswa tersebut. Potensi akademik bisa tercermin dalam nilai tes masuk, motivasi bisa tercermin dalam gelombang tes masuk dan prioritas pilihan prodi. Sedangkan latar belakang akademik bisa tercermin dari jurusan ketika di SMA.

Universitas Sanata Dharma sudah mempunyai data-data kemahasiswaan yang mencakup data penerimaan mahasiswa baru (PMB) dan data prestasi akademik mahasiswa dalam bentuk digital. Dalam skripsi ini, data digital tersebut bisa dimanfaatkan untuk diolah menggunakan teknik *data mining* dengan algoritma naïve Bayesian untuk mengklasifikasikan mahasiswa dengan karakteristik seperti apa yang mempunyai prestasi akademik yang kurang/memuaskan/sangat memuaskan/dengan pujian. Pengujian dilakukan pada 431 *record* data dengan *tenfold cross-validation* dan menghasilkan tingkat keakuratan sebesar 49,65 %.

## **ABSTRACT**

There are several key success factors for student in their study, such as their academic potential, their motivations, as well as their backgrounds. Academic potentials could be reflected in the admission test score, motivations could be reflected in the period of the admission test and their priority of choice. While the academic background could be reflected in the major program while they were in the Senior High School.

Sanata Dharma university has store student data which includes student admission data as well as student academic achievement data in digital form. In this thesis, the data utilized using data mining technique by applying naïve Bayesian algorithm in order to classify student who have particular academic achievement, namely poor / satisfied / very satisfied / cumlaude. The data mining was implemented on 431 data record using ten fold cross-validation method. The accuracy of the program is 49,65%.