

Zain, Syahreza, 2008, Perancangan *Data Warehouse dan Penerapan Data Mining* Pada Sistem Monitoring Jaringan GSM Studi Kasus: PT. INDOSAT TBK. Thesis: Universitas Indonesia

LAMPIRAN-LAMPIRAN

Lampiran 1

Tabel sistem GFF yang datanya terus bertambah dan update dalam hitungan harian (lihat bab IV *PERANCANGAN DATA WAREHOUSE*)

Y= digunakan dalam *data warehouse*

N= tidak digunakan dalam perancangan *data warehouse*.

Tabel ACTIVITY:

Nama Field	Data Type	Digunakan	DW
ENTITY_ID	NUMBER(10,0)	Y	Id
DISCR	VARCHAR2(32 CHAR)	N	
ENTITY_STATUS	VARCHAR2(20 CHAR)	Y	ENTITY_STATUS
CREATED_BY	VARCHAR2(32 CHAR)	N	
CREATED_ON	TIMESTAMP(6)	N	
UPDATED_BY	VARCHAR2(32 CHAR)	N	
UPDATED_ON	TIMESTAMP(6)	N	
INFO	VARCHAR2(64 CHAR)	N	
TITLE	VARCHAR2(12 CHAR)	N	
LAST_NAME	VARCHAR2(32 CHAR)	N	
FIRST_NAME	VARCHAR2(32 CHAR)	N	
CARD_NUMBER	VARCHAR2(12 CHAR)	N	
START_DATE	TIMESTAMP(6)	Y	START_DATE
END_DATE	TIMESTAMP(6)	Y	END_DATE
REF_CODE	VARCHAR2(32 CHAR)	N	
ENTRY TYPE	VARCHAR2(32 CHAR)	N	
VOUCHER	VARCHAR2(32 CHAR)	N	
EARN_ELIGIBLE	NUMBER(1,0)	N	
BOOKING_PERSON_ALIAS	VARCHAR2(64 CHAR)	N	
SALES OFFICE	VARCHAR2(32 CHAR)	Y	SALES_OFFICE
PAYMENT_CARD_NUMBER	VARCHAR2(60 CHAR)	N	
SENT_OUT_ACTIVITY_STATUS	VARCHAR2(10 CHAR)	N	
VOLUME	FLOAT	Y	VOLUME
PROMOTION_DATE	TIMESTAMP(6)	N	
PROMOTION_REF	VARCHAR2(64 CHAR)	N	
OPER_FLIGHT_NO	VARCHAR2(10 CHAR)	Y	FLIGHT_NUMBER
MRKT_FLIGHT_NO	VARCHAR2(10 CHAR)	N	
OPER_BOOK_CLASS	VARCHAR2(10 CHAR)	Y	BOOKING_CLASS
MRKT_BOOK_CLASS	VARCHAR2(10 CHAR)	N	
FLOWN_BOOK_CLASS	VARCHAR2(10 CHAR)	N	

COMPARTMENT	VARCHAR2(255 CHAR)	N	
PAYMENT_TYPE	VARCHAR2(20 CHAR)	N	
CHECK IN TYPE	VARCHAR2(20 CHAR)	N	
BOOKING IN TYPE	VARCHAR2(20 CHAR)	N	
TKT_NO	VARCHAR2(20 CHAR)	N	
COUPON NO	VARCHAR2(20 CHAR)	N	
SEAT NO	VARCHAR2(20 CHAR)	N	
BOARDING NO	VARCHAR2(10 CHAR)	N	
CODESHARE INDICATOR	VARCHAR2(20 CHAR)	N	
DELAYED_DAYS	NUMBER(10,0)	N	
DELAYED_HOURS	NUMBER(10,0)	N	
LOST BAGGAGE	NUMBER(1,0)	N	
FFP ID	NUMBER(10,0)	N	
AIRLINE_ID	NUMBER(10,0)	N	
NON AIR ACRL RULE ID	NUMBER(10,0)	Y	RULE_NAME
SENT OUT PARTNER ID	NUMBER(10,0)	N	
PARTNER_ID	NUMBER(10,0)	Y	PARTNER_ID
LOCATION_ID	NUMBER(10,0)	Y	LOCATION_ID
ACTIVITY TYPE ID	NUMBER(10,0)	N	
MARKETINGAIRLINE ENTITY ID	NUMBER(10,0)	N	
OD_RULE_ID	NUMBER(10,0)	Y	OD_RULE_ID
ORIGIN AIRPORT ID	NUMBER(10,0)	Y	ORI_AIRPORT_ID
ACCOUNT_ID	NUMBER(10,0)	Y	ACCOUNT_ID
BC RULE ID	NUMBER(10,0)	Y	BOOKING_CLASS_ID
DEST AIRPORT ID	NUMBER(10,0)	Y	DEST_AIRPORT_ID
EARN MILES RULE ID	NUMBER(10,0)	N	

Tabel Transaction:

Nama Field	Data Type	Digunakan	DW
ENTITY_ID	NUMBER(10,0)	Y	TRANSACTION_ID
DISCR	VARCHAR2(32 CHAR)	Y	TRANSACTION_TYPE
ENTITY STATUS	VARCHAR2(20 CHAR)	N	
CREATED BY	VARCHAR2(32 CHAR)	N	
CREATED ON	TIMESTAMP(6)	N	
UPDATED BY	VARCHAR2(32 CHAR)	N	
UPDATED ON	TIMESTAMP(6)	N	
TRX COMMENT	VARCHAR2(255 CHAR)	N	
HAS SEEN	NUMBER(1,0)	N	
TRANS_TYPE	VARCHAR2(20 CHAR)	N	
TRANS_DATE	DATE	Y	TRANSACTION_DATE
CURR TWO	NUMBER(10,0)	Y	AWARD_MILEAGE
CURR THREE	NUMBER(10,0)	Y	FREQUENCY
CURR ONE	NUMBER(10,0)	Y	TIER_MILEAGE
BILLED	NUMBER(1,0)	N	
CURR FOUR	NUMBER(10,0)	N	
CURR FIVE	NUMBER(10,0)	N	
FREE TEXT DESCRIPTION	VARCHAR2(255 CHAR)	N	
PROMO_CODE	VARCHAR2(255 CHAR)	N	

INCENTIVE_ID	NUMBER(10,0)	N	
ODRULE_ID	NUMBER(10,0)	Y	ORIGIN_DEST_RULE_ID
ACTIVITY_ID	NUMBER(10,0)	Y	ACTIVITY_ID
INCENTIVE_FULFILLMENT_ID	NUMBER(10,0)	N	
TRANSACTION_ID	NUMBER(10,0)	N	
STMT_TEMPLATE_ID	NUMBER(10,0)	N	
CERTIFICATE_ID	NUMBER(10,0)	Y	CERTIFICATE_ID
AIR_ACTIVITY_ID	NUMBER(10,0)	Y	AIR_TRANSACTION_ID
BCRULE_ID	NUMBER(10,0)	Y	BOOKING_CLASS_ID
NON_AIR_ACT_ID	NUMBER(10,0)	Y	NON_AIR_TRANSAC_ID
NON_AIR_ACCRL_RULE_ID	NUMBER(10,0)	N	
ACCOUNT_ID	NUMBER(10,0)	Y	ACCOUNT_ID
STATEMENT_ID	NUMBER(10,0)	N	
INCFULMENT_ACT_ID	NUMBER(10,0)	N	



Tabel *Customer*

Nama Field	Data Type	Di Gunakan	DW
ENTITY_ID	NUMBER(10,0)	Y	ID
DISC	VARCHAR2(31 CHAR)	N	
ENTITY STATUS	VARCHAR2(20 CHAR)	Y	ENTITY_STATUS
CREATED_BY	VARCHAR2(32 CHAR)	N	
CREATED_ON	TIMESTAMP(6)	N	
UPDATED_BY	VARCHAR2(32 CHAR)	N	
UPDATED_ON	TIMESTAMP(6)	N	
ENTITY_NAME	VARCHAR2(64 CHAR)	N	
ADDRESS	VARCHAR2(255 CHAR)	N	
BOUNCECOUNTER	NUMBER(10,0)	N	
EMAILSTATUS	VARCHAR2(255 CHAR)	N	
VALIDDATE	TIMESTAMP(6)	Y	ENROLMENT_DATE
PASSWORD_HASH	VARCHAR2(200 CHAR)	N	
ACCOUNTSTATEMENTMEDIA	VARCHAR2(255 CHAR)	N	
RECEIVEEMAILNEWSLETTER	NUMBER(1,0)	N	
RECEIVESMSINFO	NUMBER(1,0)	N	
ACCOUNTINFODELIVERY	VARCHAR2(255 CHAR)	N	
ENROLL_CHANNEL	VARCHAR2(255 CHAR)	Y	CHANNEL
ENROLLMENT STATUS	VARCHAR2(32 CHAR)	N	
ACTIVATION CODE	VARCHAR2(64 CHAR)	N	
CALL CENTER PIN	VARCHAR2(200 CHAR)	N	
NOTE	CLOB	N	
SPONSOR NUM	VARCHAR2(30 CHAR)	N	
NAME ON CARD	VARCHAR2(100 CHAR)	N	
FIRST NAME	VARCHAR2(100 CHAR)	N	
DATE OF BIRTH	TIMESTAMP(6)	Y	DATE_OF_BIRTH
MIDDLE NAME	VARCHAR2(100 CHAR)	N	
GENDER	VARCHAR2(10 CHAR)	Y	GENDER
FORM_ENROLLMENT_CODE	VARCHAR2(15 CHAR)	N	
REGISTRATIONFORM	VARCHAR2(255 CHAR)	N	
IDENTITY ENTITY ID	NUMBER(10,0)	N	
ADDR ID	NUMBER(10,0)	Y	ADDRESS_ID
CELLPHONENUMBER_ENTITY_ID	NUMBER(10,0)	Y	CELL_PHONE_ID
SALUTATION ID	NUMBER(10,0)	N	
PREFERED LANG ID	NUMBER(10,0)	N	
ACCOUNT ID	NUMBER(10,0)	Y	ACCOUNT_ID
BRANCH_OFFICE ID	NUMBER(10,0)	Y	BRANCH_OFFICE_ID

Lampiran 2

Tabel-tabel *catalog* yang jarang direfresh.

Y= digunakan dalam *data warehouse*

N= tidak digunakan dalam perancangan *data warehouse*.

Tabel ACCRUAL_RULE;

Nama Field	Data Type	Digunakan	DW and DWTEMP
ENTITY ID	NUMBER(10,0)	Y	ACCRUAL_RULE_ID
DISCRTR	VARCHAR2(20 CHAR)	Y	DISCRIMINATOR
ENTITY STATUS	VARCHAR2(20 CHAR)	N	
CREATED BY	VARCHAR2(32 CHAR)	N	
CREATED ON	TIMESTAMP(6)	N	
UPDATED BY	VARCHAR2(32 CHAR)	N	
UPDATED ON	TIMESTAMP(6)	N	
ENTITY NAME	VARCHAR2(64 CHAR)	N	
START DATE	DATE	Y	START_DATE
END DATE	DATE	Y	END_DATE
TIER MILEAGE	FLOAT	Y	TIER_MILEAGE
AWARD MILEAGE	FLOAT	Y	AWARD_MILEAGE
USE ACTIVITY VOLUME	NUMBER(1,0)	N	
FREQUENCY	NUMBER(10,0)	Y	FREQUENCY
FACTOR	FLOAT	Y	FACTOR
MIN MILES	NUMBER(10,0)	N	
BOOKING_CLASS ID	NUMBER(10,0)	Y	BOOKING_CLASS_ID
FFP ID	NUMBER(10,0)	Y	
AIRLINE ID	NUMBER(10,0)	N	
NON AIR ACTIVITY ID	NUMBER(10,0)	N	
DEST AIRPORT ID	NUMBER(10,0)	Y	ORIG_AIRPORT_ID
ORIG AIRPORT ID	NUMBER(10,0)	Y	DEST_AIRPORT_ID
TIER ID	NUMBER(10,0)	Y	TIER_ID

Tabel BOOKING_CLASS

Nama Field	Data Type	Digunakan	DW dan DWTEMP
ENTITY ID	NUMBER(10,0)	Y	BOOKING_CLASS_ID
ENTITY STATUS	VARCHAR2(20 CHAR)	N	
CREATED BY	VARCHAR2(32 CHAR)	N	
CREATED ON	TIMESTAMP(6)	N	
UPDATED BY	VARCHAR2(32 CHAR)	N	
UPDATED ON	TIMESTAMP(6)	N	
EFFECTIVE_DATE	TIMESTAMP(6)	Y	START_DATE
DISCONTINUE_DATE	TIMESTAMP(6)	Y	END_DATE
BOOKING_CLASS_CODE	VARCHAR2(10 CHAR)	Y	BOOKING_CLASS_CODE
COMPARTMENT	VARCHAR2(15 CHAR)	Y	COMPARTMENT
EARN MILES	NUMBER(1,0)	N	
AIRLINE ID	NUMBER(10,0)	Y	AIRLINE_ID

Tabel AIRPORT

Nama Field	Data Type	Digunakan	DW dan DWTEMP
ENTITY_ID	NUMBER(10,0)	Y	AIRPORT_ID
ENTITY_STATUS	VARCHAR2(20 CHAR)	N	
CREATED_BY	VARCHAR2(32 CHAR)	N	
CREATED_ON	TIMESTAMP(6)	N	
UPDATED_BY	VARCHAR2(32 CHAR)	N	
UPDATED_ON	TIMESTAMP(6)	N	
ENTITY_NAME	VARCHAR2(64 CHAR)	Y	AIRPORT_NAME
IATA_CODE	VARCHAR2(3 CHAR)	Y	IATA_CODE
CITY_NAME	VARCHAR2(255 CHAR)	Y	CITY_NAME
PARENT AIRPORT ID	NUMBER(10,0)	N	
COUNTRY_ID	NUMBER(10,0)	Y	COUNTRY_ID
REGION_ID	NUMBER(10,0)	N	

Tabel TICKET_OFFICE

Nama Field	Data Type	Digunakan	DW dan DWTEMP
ENTITY_ID	NUMBER(10,0)	Y	TICKET_OFFICE_ID
ENTITY_STATUS	VARCHAR2(20 CHAR)	N	
CREATED_BY	VARCHAR2(32 CHAR)	N	
CREATED_ON	TIMESTAMP(6)	N	
UPDATED_BY	VARCHAR2(32 CHAR)	N	
UPDATED_ON	TIMESTAMP(6)	N	
ENTITY_NAME	VARCHAR2(64 CHAR)	Y	TICKET_OFFICE_NAME
TICKET_OFFICE_CODE	VARCHAR2(10 CHAR)	Y	TICKET_OFFICE_CODE
BRANCH OFFICE ID	NUMBER(10,0)	Y	BRANCH_OFFICE_ID

Tabel COUNTRY

Nama Field	Data Type	Digunakan	DW and DWTEMP
ENTITY_ID	NUMBER(10,0)	Y	COUNTRY_ID
ENTITY_STATUS	VARCHAR2(20 CHAR)	N	
CREATED_BY	VARCHAR2(32 CHAR)	N	
CREATED_ON	TIMESTAMP(6)	N	
UPDATED_BY	VARCHAR2(32 CHAR)	N	
UPDATED_ON	TIMESTAMP(6)	N	
ENTITY_NAME	VARCHAR2(64 CHAR)	Y	COUNTRY_NAME
IATACODE	VARCHAR2(255 CHAR)	Y	IATA_COUNTRY
CITYLINE1	VARCHAR2(255 CHAR)	N	
CITYLINE2	VARCHAR2(255 CHAR)	N	
NAMELINE	VARCHAR2(255 CHAR)	N	
SALUTATIONLINE	NUMBER(1,0)	N	
ADDRESSORDER	VARCHAR2(255 CHAR)	N	
REGIONCODEREQUIRED	NUMBER(1,0)	N	
POSTALCODELENGTH	NUMBER(10,0)	N	
POSTALCODEREQUIRED	NUMBER(1,0)	N	
PHONECODE	VARCHAR2(255 CHAR)	N	
POSTALCODEEXAMPLE	VARCHAR2(255 CHAR)	N	
POSTALCODEPATTERN	VARCHAR2(255 CHAR)	N	
TIMEZONE	VARCHAR2(255 CHAR)	N	
PREFERREDLANGUAGE ENTITY_ID	NUMBER(10,0)	N	

Tabel ADDRESS

Nama Field	Data Type	Digunakan	DW and DWTEMP
ENTITY_ID	NUMBER(10,0)	Y	ADDRESS_ID
DISC	VARCHAR2(31 CHAR)	Y	ADDRESS_TYPE
ENTITY_STATUS	VARCHAR2(20 CHAR)	N	
CREATED_BY	VARCHAR2(32 CHAR)	N	
CREATED_ON	TIMESTAMP(6)	N	
UPDATED_BY	VARCHAR2(32 CHAR)	N	
UPDATED_ON	TIMESTAMP(6)	N	
VALID	NUMBER(1,0)	N	
CITY	VARCHAR2(50 CHAR)	Y	CITY
STREET_1	VARCHAR2(128 CHAR)	N	
STREET_2	VARCHAR2(128 CHAR)	N	
STREET_3	VARCHAR2(128 CHAR)	N	
POSTAL_CODE	VARCHAR2(255 CHAR)	N	
REGION_CODE	VARCHAR2(255 CHAR)	N	
VALID_DATE	TIMESTAMP(6)	N	
COMPANY	VARCHAR2(64 CHAR)	N	
DEPARTMENT	VARCHAR2(64 CHAR)	N	
COUNTRY_ID	NUMBER(10,0)	Y	COUNTRY_ID
CUSTOMER_ID	NUMBER(10,0)	Y	CUSTOMER_ID

Tabel TIER

Nama Field	Data Type	Digunakan	DW and DWTEMP
ENTITY_ID	NUMBER(10,0)	Y	TIER_ID
ENTITY_STATUS	VARCHAR2(20 CHAR)	N	
CREATED_BY	VARCHAR2(32 CHAR)	N	
CREATED_ON	TIMESTAMP(6)	N	
UPDATED_BY	VARCHAR2(32 CHAR)	N	
UPDATED_ON	TIMESTAMP(6)	N	
NAME	VARCHAR2(255 CHAR)	Y	TIER_NAME
CODE_NUMBER_CSS	NUMBER(10,0)	N	
CODE_NUMBER_PARTNER	NUMBER(10,0)	N	
CODE_NUMBER_BO	NUMBER(10,0)	N	
TEMPORARYTIER	NUMBER(1,0)	N	
SEQUENCE	NUMBER(10,0)	Y	SEQUENCE
BONUS_TIER	FLOAT	N	
CODE_STRING_BO	VARCHAR2(255 CHAR)	N	
CODE_STRING_CSS	VARCHAR2(255 CHAR)	N	
CODE_STRING_PARTNER	VARCHAR2(255 CHAR)	N	
TERMINATABLE	NUMBER(1,0)	N	
ELIGIBLE TO SPEND MILEAGE	NUMBER(1,0)	N	

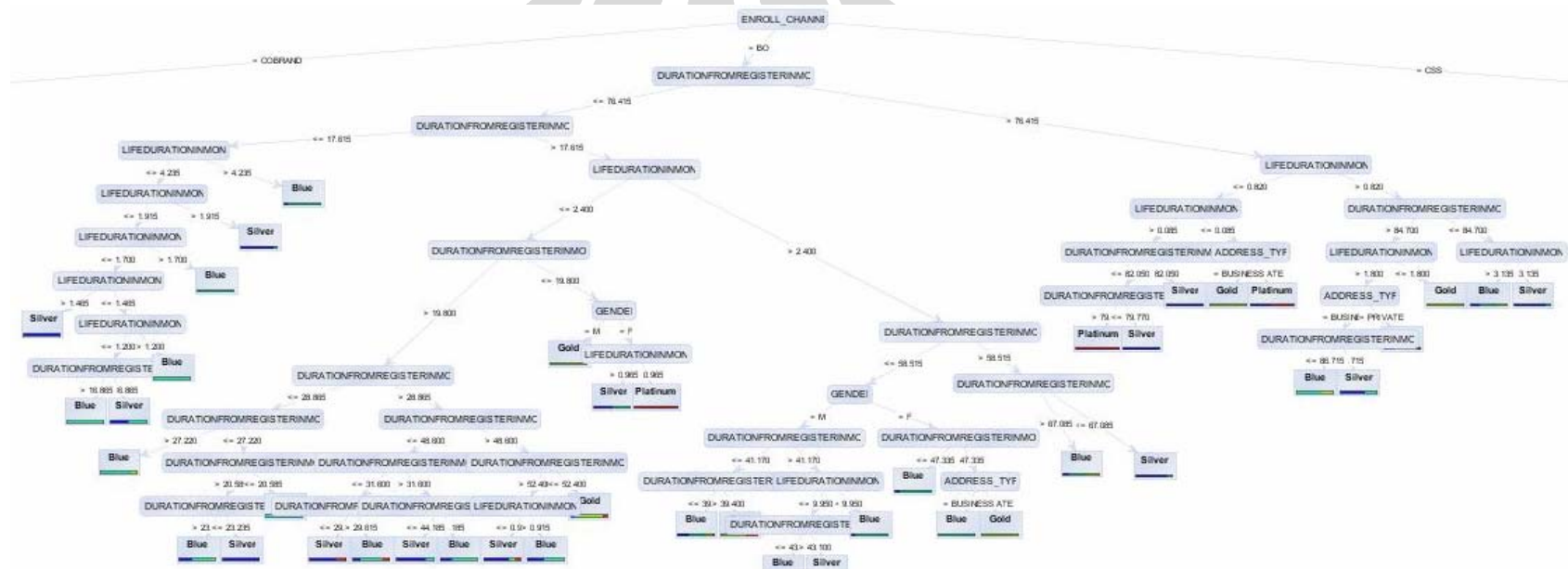
Tabel MEMBER_TYPE

Nama Field	Data Type	Digunakan	DW and DWTEMP
ENTITY_ID	NUMBER(10,0)	Y	MEMBER_TYPE_ID
ENTITY_STATUS	VARCHAR2(20 CHAR)	N	
CREATED_BY	VARCHAR2(32 CHAR)	N	
CREATED_ON	TIMESTAMP(6)	N	
UPDATED_BY	VARCHAR2(32 CHAR)	N	
UPDATED_ON	TIMESTAMP(6)	N	
TYPE	VARCHAR2(255 CHAR)	Y	TYPE
CODE_NUMBER	NUMBER(10,0)	N	
EXPIRY_DATE	TIMESTAMP(6)	N	
PERIODE	NUMBER(10,0)	N	
EFFECTIVE DATE	TIMESTAMP(6)	N	
DEFINABLE_NUMBER	NUMBER(1,0)	N	
EXPIRES	NUMBER(1,0)	N	
UPGRADABLE	NUMBER(1,0)	N	
ANNUAL_FEE1	FLOAT	Y	ANNUAL_FEE1
ANNUAL_FEE2	FLOAT	Y	ANNUAL_FEE2
DELETE_INACTIVE	NUMBER(10,0)	N	
CODE_STRING	VARCHAR2(255 CHAR)	N	
TIER_ID	NUMBER(10,0)	Y	TIER_ID
MIN AGE	NUMBER	N	
MAX AGE	NUMBER	N	



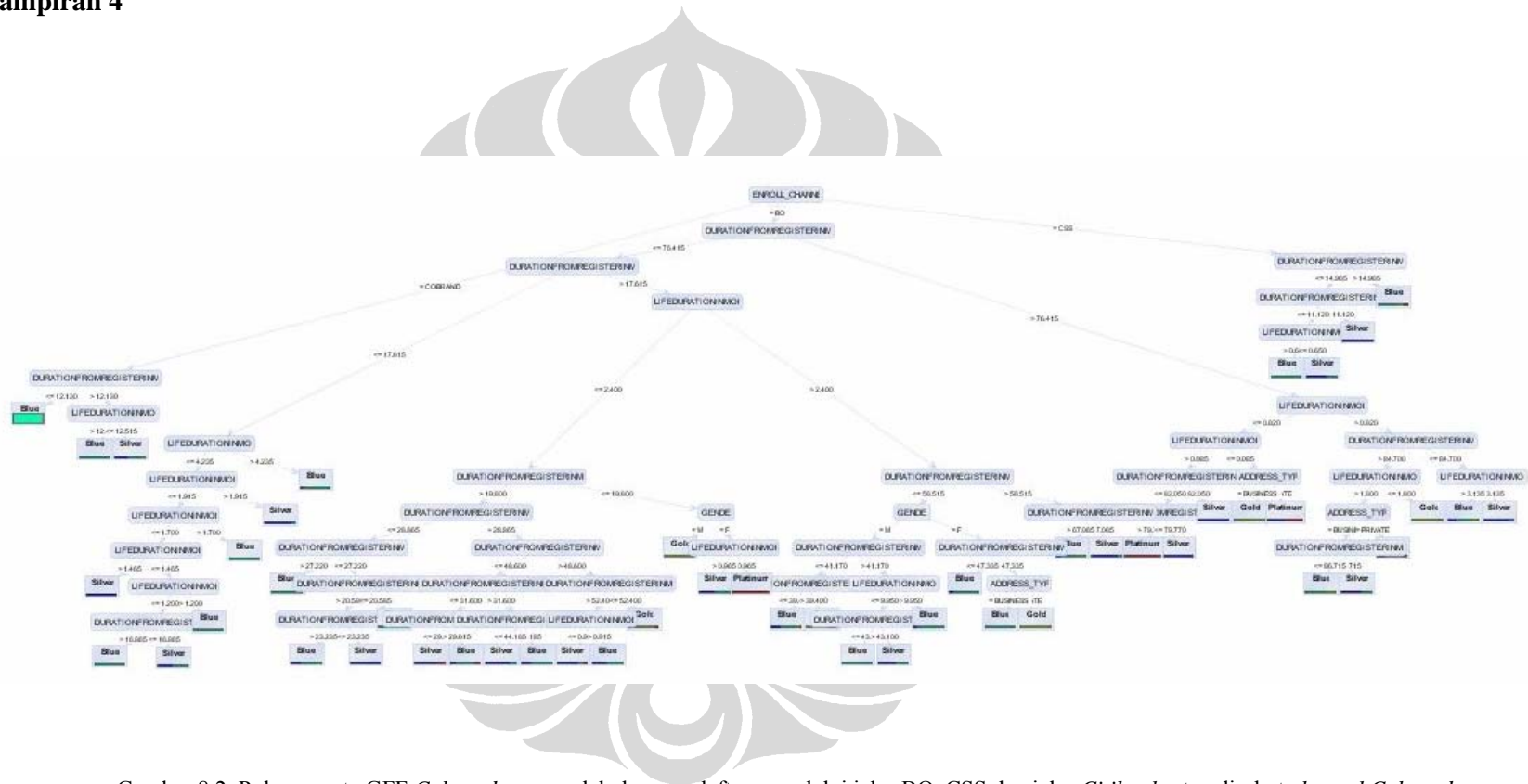
Lampiran 3

Lihat BAB VI. Implementasi *data mining*



Gambar 8.1 Pola anggota GFF Cobrand yang melakukan pendaftaran melalui jalur BO.

Lampiran 4



Gambar 8.2 Pola anggota GFF Cobrand yang melakukan pendaftaran melalui jalur BO, CSS dan jalur Citibank atau disebut channel Cobrand.

Lampiran 5

(lihat bab VI bagian 6.5.2)

```
ENROLL_CHANNEL = BO
|   DURATIONFROMREGISTERINMONTH <= 76.415
|   |   DURATIONFROMREGISTERINMONTH <= 17.615
|   |   |   LIFEDURATIONINMONTH <= 4.235
|   |   |   |   LIFEDURATIONINMONTH <= 1.915
|   |   |   |   |   LIFEDURATIONINMONTH <= 1.700
|   |   |   |   |   |   LIFEDURATIONINMONTH <= 1.465
|   |   |   |   |   |   |   LIFEDURATIONINMONTH <= 1.200
|   |   |   |   |   |   |   |   DURATIONFROMREGISTERINMONTH <=
16.865: Silver {Silver=15, Blue=15, Gold=0, Platinum=0}
|   |   |   |   |   |   |   |   DURATIONFROMREGISTERINMONTH >
16.865: Blue {Silver=0, Blue=2, Gold=0, Platinum=0}
|   |   |   |   |   |   |   |   LIFEDURATIONINMONTH > 1.200: Blue
{Silver=0, Blue=4, Gold=0, Platinum=0}
|   |   |   |   |   |   |   |   LIFEDURATIONINMONTH > 1.465: Silver
{Silver=2, Blue=0, Gold=0, Platinum=0}
|   |   |   |   |   |   |   |   LIFEDURATIONINMONTH > 1.700: Blue {Silver=0,
Blue=2, Gold=0, Platinum=0}
|   |   |   |   |   |   |   |   LIFEDURATIONINMONTH > 1.915: Silver {Silver=8,
Blue=1, Gold=0, Platinum=0}
|   |   |   |   |   |   |   |   LIFEDURATIONINMONTH > 4.235: Blue {Silver=1, Blue=9,
Gold=0, Platinum=0}
|   |   |   |   |   |   |   |   DURATIONFROMREGISTERINMONTH > 17.615
|   |   |   |   |   |   |   |   LIFEDURATIONINMONTH <= 2.400
|   |   |   |   |   |   |   |   |   DURATIONFROMREGISTERINMONTH <= 19.800
|   |   |   |   |   |   |   |   |   GENDER = F
|   |   |   |   |   |   |   |   |   LIFEDURATIONINMONTH <= 0.965: Platinum
{Silver=0, Blue=0, Gold=0, Platinum=2}
|   |   |   |   |   |   |   |   |   LIFEDURATIONINMONTH > 0.965: Silver
{Silver=1, Blue=1, Gold=0, Platinum=0}
|   |   |   |   |   |   |   |   |   GENDER = M: Gold {Silver=0, Blue=0, Gold=3,
Platinum=0}
|   |   |   |   |   |   |   |   |   DURATIONFROMREGISTERINMONTH > 19.800
|   |   |   |   |   |   |   |   |   |   DURATIONFROMREGISTERINMONTH <= 28.865
|   |   |   |   |   |   |   |   |   |   |   DURATIONFROMREGISTERINMONTH <= 27.220
|   |   |   |   |   |   |   |   |   |   |   |   DURATIONFROMREGISTERINMONTH <= 20.585:
Blue {Silver=0, Blue=4, Gold=0, Platinum=0}
|   |   |   |   |   |   |   |   |   |   |   |   DURATIONFROMREGISTERINMONTH > 20.585
|   |   |   |   |   |   |   |   |   |   |   |   |   DURATIONFROMREGISTERINMONTH <=
23.235: Silver {Silver=8, Blue=0, Gold=0, Platinum=0}
|   |   |   |   |   |   |   |   |   |   |   |   |   DURATIONFROMREGISTERINMONTH >
23.235: Blue {Silver=5, Blue=8, Gold=1, Platinum=0}
|   |   |   |   |   |   |   |   |   |   |   |   |   |   DURATIONFROMREGISTERINMONTH > 27.220: Blue
{Silver=0, Blue=6, Gold=1, Platinum=0}
|   |   |   |   |   |   |   |   |   |   |   |   |   |   |   DURATIONFROMREGISTERINMONTH > 28.865
|   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   DURATIONFROMREGISTERINMONTH <= 48.600
|   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   DURATIONFROMREGISTERINMONTH <= 31.600
|   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   DURATIONFROMREGISTERINMONTH <=
29.615: Silver {Silver=3, Blue=0, Gold=0, Platinum=1}
|   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   DURATIONFROMREGISTERINMONTH >
29.615: Blue {Silver=1, Blue=3, Gold=0, Platinum=1}
|   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   DURATIONFROMREGISTERINMONTH > 31.600
|   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   DURATIONFROMREGISTERINMONTH <=
44.185: Silver {Silver=24, Blue=6, Gold=0, Platinum=0}
```



```

Blue=2, Gold=1, Platinum=0}
| | | DURATIONFROMREGISTERINMONTH > 84.700
| | | LIFEDURATIONINMONTH <= 1.800: Gold {Silver=0,
Blue=0, Gold=5, Platinum=0}
| | | LIFEDURATIONINMONTH > 1.800
| | | ADDRESS_TYPE = PRIVATE: Gold {Silver=2,
Blue=0, Gold=4, Platinum=1}
| | | ADDRESS_TYPE = BUSINESS
| | | DURATIONFROMREGISTERINMONTH <= 86.715:
Blue {Silver=0, Blue=2, Gold=1, Platinum=0}
| | | DURATIONFROMREGISTERINMONTH > 86.715:
Silver {Silver=2, Blue=1, Gold=0, Platinum=0}
ENROLL_CHANNEL = CSS
| DURATIONFROMREGISTERINMONTH <= 14.965
| | DURATIONFROMREGISTERINMONTH <= 11.120
| | | LIFEDURATIONINMONTH <= 0.650: Silver {Silver=2,
Blue=1, Gold=0, Platinum=0}
| | | LIFEDURATIONINMONTH > 0.650: Blue {Silver=0, Blue=3,
Gold=0, Platinum=0}
| | DURATIONFROMREGISTERINMONTH > 11.120: Silver {Silver=3,
Blue=0, Gold=0, Platinum=0}
| DURATIONFROMREGISTERINMONTH > 14.965: Blue {Silver=0, Blue=4,
Gold=1, Platinum=1}
ENROLL_CHANNEL = COBRAND
| DURATIONFROMREGISTERINMONTH <= 12.130: Blue {Silver=15,
Blue=583, Gold=1, Platinum=13}
| DURATIONFROMREGISTERINMONTH > 12.130
| | LIFEDURATIONINMONTH <= 12.515: Silver {Silver=3, Blue=3,
Gold=1, Platinum=0}
| | LIFEDURATIONINMONTH > 12.515: Blue {Silver=0, Blue=25,
Gold=1, Platinum=0}

```

Lampiran 6

Discretization (lihat bab VI bagian 6.4.1)

```
DURATIONFROMREGISTERINMONTH
-Infinity <=
range1 [-∞ - 0.850] <= 0.85 <=
range2 [0.850 - 2.415] <= 2.415 <=
range3 [2.415 - 8.465] <= 8.465 <=
range4 [8.465 - 29.565] <= 29.564999999999998 <=
range5 [29.565 - ∞] <= Infinity
```

```
LIFEDURATIONINMONTH
-Infinity <=
range1 [-∞ - 0.450] <= 0.44999999999999996 <=
range2 [0.450 - 1.150] <= 1.15 <=
range3 [1.150 - 2.315] <= 2.315 <=
range4 [2.315 - 5.315] <= 5.3149999999999995 <=
range5 [5.315 - ∞] <= Infinity
```

Lampiran 7

Sebagian hasil dari data mining dengan teknik *association rule* (lihat bab VI bagian 6.5.1)

No Rule	Premises	Conclusion	Support	Confidence
20	ENROLL_CHANNEL = COBRAND, DURATIONFROMREGISTERINMONTH = range3 [2.415 – 8.465]	LIFEDURATIONINMONTH = Range4 [2.315 - 5.315]	0.126518	0.718391

No Rule	Premises	Conclusion	Support	Confidence
147	GENDER = M, ENROLL_CHANNEL = COBRAND, LIFEDURATIONINMONTH = range1 [-∞ - 0.450]	DURATIONFROMREGISTER INMONTH = range1 [-∞ - 0.850]	0.112348	0.982301
150	ENROLL_CHANNEL = COBRAND, LIFEDURATIONINMONTH = range1 [-∞ - 0.450]	DURATIONFROMREGISTER INMONTH = range1 [-∞ - 0.850]	0.13664	0.985401
153	ENROLL_CHANNEL = COBRAND, LIFEDURATIONINMONTH = range3 [1.150 - 2.315]	DURATIONFROM REGISTER INMONTH = range2 [0.850 - 2.415]	0.121457	0.991736
127	ENROLL_CHANNEL = COBRAND, LIFEDURATIONINMONTH = range4 [2.315 - 5.315]	DURATIONFROMREGISTER INMONTH = range3 [2.415 - 8.465]	0.126518	0.925926

Lampiran 8

TANGGAL : 13 November 2008

TEMPAT :

NARASUMBER : Manager Member Service & Production GFF dan 2. IT Specialist GFF .

Q : Bagaimanakah bisnis proses GFF?

A : Secara umum, GFF berfungsi sebagai *customer loyalty program*, berusaha mendapatkan anggota sebanyak-banyaknya dan berusaha agar anggota dapat menggunakan jasa Garuda dan partner sehingga anggota dapat mengumpulkan poin atau mileage dan menggunakan mileage mereka.

Q : Apakah GFF mendapatkan keuntungan langsung atau *revenue* yang bisa dikalkulasi?

A : Ada beberapa *revenue* yang bisa didapatkan dengan berjalannya GFF. Dari keanggotaan iuran tahunan Gold ECPlus dan Platinum Cobrand. Kedua jenis keanggotaan tersebut secara langsung dapat memberikan keuntungan baik bagi GFF ataupun Garuda. Selain itu, GFF melakukan kenaikan kepada partner atas setiap mileage yang diberikan Garuda terhadap anggota karena aktivitas anggota GFF di *partner*.

Q : Bagaimana mengukur keberhasilan program GFF?

A : Bisa dilihat dari seberapa banyak jumlah anggota yang melakukan aktivasi, jumlah mileage untuk transaksi *earning* atau pembelian tiket , transaksi *redeem* dan peningkatan jumlah partner .

Q : Bagaimana penghitungan mileage dan siapa yang menentukan?

A : Bagian keuangan menentukan konversi *mileage* ke dalam rupiah. Nilai tukar itu yang dijadikan dasar penagihan transaksi ke partner sesuai dengan nilai saat penandatanganan kerja sama. Nilai tukar *mileage* saat ini adalah Rp.110,-