

DAFTAR PUSTAKA

- Adiguno, S., Syahra, Y., & Yetri, M. (2022). *Prediksi Peningkatan Omset Penjualan Menggunakan Metode Regresi Linier Berganda*.
- Adriansyah, I., Mahendra, M. D., Rasywir, E., & Pratama, Y. (2022). Perbandingan Metode Random Forest Classifier dan SVM Pada Klasifikasi Kemampuan Level Beradaptasi Pembelajaran Jarak Jauh Siswa. *Bulletin of Informatics and Data Science*, 1(2). Retrieved from <https://ejurnal.pdsi.or.id/index.php/bids/index>
- Akbar, H., & Sanjaya, W. K. (2023). Kajian Performa Metode Class Weight Random Forest pada Klasifikasi Imbalance Data Kelas Curah Hujan. *Jurnal Sains, Nalar, Dan Aplikasi Teknologi Informasi*, 3(1). doi: 10.20885/snati.v3i1.30
- Alam, S., Dipa Makassar, U., & Perintis Kemerdekaan, J. K. (n.d.). *Analisis Prediksi Penjualan Kue menggunakan Metode Naive Bayes*.
- Anggoro, D. A., & Mukti, S. S. (2021). Performance Comparison of Grid Search and Random Search Methods for Hyperparameter Tuning in Extreme Gradient Boosting Algorithm to Predict Chronic Kidney Failure. *International Journal of Intelligent Engineering and Systems*, 14(6), 198–207. doi: 10.22266/ijies2021.1231.19
- Aribowo, A. S., Cahyana, N. H., & Fauziah, Y. (2024). *Enhancing Semi-Supervised Sentiment Analysis Through Hyperparameter Tuning Within Iterations: A Comparative Study Using Grid Search and Random Search* (pp. 248–260). doi: 10.2991/978-94-6463-366-5_23
- Arisusanto, A., Suarna, N., & Dwilestari, G. (2023). Analisa Klasifikasi Data Harga Handphone Menggunakan Algoritma Random Forest Dengan Optimize Parameter Grid. *Jurnal Teknologi Ilmu Komputer*, 1(2), 43–47. doi: 10.56854/jtik.v1i2.51
- Citra Mawani, A., Li Hin, L., & Anubhakti, D. (2023). DETEKSI DINI GEJALA AWAL PENYAKIT DIABETES MENGGUNAKAN ALGORITMA RANDOM FOREST. In *Idealis: Indonesia Journal Information System* (Vol. 6, Issue 2). Retrieved from <http://jom.fti.budiluhur.ac.id/index.php/IDEALIS/index> AjengCitraMawani|http://jom.fti.budiluhur.ac.id/index.php/IDEALIS/index|
- Feblian, D., & Daihani, D. U. (2017). IMPLEMENTASI MODEL CRISP-DM UNTUK MENENTUKAN SALES PIPELINE PADA PT X. *JURNAL TEKNIK INDUSTRI*, 6(1).doi: 10.25105/jti.v6i1.1526
- Firdaus, M. (2022). *PENENTUAN KLASIFIKASI DENGAN CRISP-DM DALAM MEMPREDIKSI KELULUSAN MAHASISWA PADA SUATU MATA KULIAH*.

- Fulazzaky, T., Saefuddin, A., & Soleh, A. M. (2024). Evaluating Ensemble Learning Techniques for Class Imbalance in Machine Learning: A Comparative Analysis of Balanced Random Forest, SMOTE-RF, SMOTEBoost, and RUSBoost *Scientific Journal of Informatics*, 11(4), 969–980 doi: 10.15294/sji.v11i4.15937
- Handayani, K. (2023a). PENERAPAN LIGHT GRADIENT BOOSTING DALAM PREDIKSI RASIO KLIK TAYANG. In *Jurnal Mahasiswa Teknik Informatika* (Vol. 7, Issue 1)
- Handayani, K. (2023b). PENERAPAN LIGHT GRADIENT BOOSTING DALAM PREDIKSI RASIO KLIK TAYANG. In *Jurnal Mahasiswa Teknik Informatika* (Vol. 7, Issue 1).
- Hasanah, M. A., Soim, S., & Handayani, A. S. (2021). Implementasi CRISP-DM Model Menggunakan Metode Decision Tree dengan Algoritma CART untuk Prediksi Curah Hujan Berpotensi Banjir. In *Journal of Applied Informatics and Computing (JAIC)* (Vol. 5, Issue 2). Retrieved from <http://jurnal.polibatam.ac.id/index.php/JAIC>
- Istiana, N., & Mustafiril, A. (2023). Perbandingan Metode Klasifikasi pada Data dengan Imbalance Class dan Missing Value. *Jurnal Informatika*, 10(2), 101–108. doi: 10.31294/inf.v10i2.15540
- I.V. Dwaraka Srihith, T. Aditya Sai Srinivas, K. Owdharya, A. David Donald, & G. Thippana. (2023a). Clicks and Conversions: Unveiling the Power of Machine Learning in Social Media Ad Classification. *International Journal of Advanced Research in Science, Communication and Technology*, 1–6. doi: 10.48175/ijarsct-11401
- I.V. Dwaraka Srihith, T. Aditya Sai Srinivas, K. Owdharya, A. David Donald, & G. Thippana. (2023b). Clicks and Conversions: Unveiling the Power of Machine Learning in Social Media Ad Classification. *International Journal of Advanced Research in Science, Communication and Technology*, 1–6. doi: 10.48175/ijarsct-11401
- Lakshmanarao, A., Srisaila, A., & Kiran, T. S. R. (2020a). An Efficient Ad Click Prediction System using Machine Learning Techniques. *International Journal of Engineering and Advanced Technology*, 9(3), 1269–1272. doi: 10.35940/ijeat.C5518.029320
- Lakshmanarao, A., Srisaila, A., & Kiran, T. S. R. (2020b). An Efficient Ad Click Prediction System using Machine Learning Techniques. *International Journal of Engineering and Advanced Technology*, 9(3), 1269–1272. doi: 10.35940/ijeat.C5518.029320
- Nila, U., & Firliana, R. (2023). Prosiding SEMNAS INOTEK (Seminar Nasional Inovasi Teknologi) 175 Analisis Data Transaksi Penjualan Produk Pertanian Menggunakan Algoritma FP-Growth Kata Kunci-data transaksi, data mining, Algoritma FP-Growth. In *Agustus* (Vol. 7). Online.
- Nugroho, Adityo, Asror, I., & Firdaus, Y. (2023). *Klasifikasi Tingkat Kualitas*

Udara DKI Jakarta Berdasarkan Open Government Data Menggunakan Algoritma Random Forest.

- Nugroho, Arie.** (2022). Analisa Splitting Criteria Pada Decision Tree dan Random Forest untuk Klasifikasi Evaluasi Kendaraan. *JSITIK: Jurnal Sistem Informasi Dan Teknologi Informasi Komputer*, 1(1), 41–49. doi: 10.53624/jsitik.v1i1.154
- Nugroho, Arie, & Harini, D.** (2024). Teknik Random Forest untuk Meningkatkan Akurasi Data Tidak Seimbang. *JSITIK*, 2(2). doi: 10.53624/jsitik.v2i2.XX
- Nugroho, Arie, Husin, A., Provinsi, J., Hulu, T., & Hilir Indonesia, I.** (n.d.). SISTEMASI: Jurnal Sistem Informasi Analisis Performa Random Forest Menggunakan Normalisasi Atribut Performance Analysis of Random Forest Using Attribute Normalization. In Januari (Vol. 11, Issue 1). Retrieved from <http://sistemasi.ftik.unisi.ac.id>
- Nugroho, Arie, Soeleman, Ma., Anggi Pramunendar, R., & Nurhindarto, A.** (n.d.). PENINGKATAN PERFORMA ENSEMBLE LEARNING PADA SEGMENTASI SEMANTIK GAMBAR DENGAN TEKNIK OVERSAMPLING UNTUK CLASS IMBALANCE. doi: 10.25126/jtiik.2023106831
- Nugroho, Arie, Zaniul, A., & Fajar Guruh.** (2021). *Evaluation of Feature Selection Using Wrapper For Numeric Dataset With Random Forest Algorithm*. IEEE.
- Rakesh Raushan. (n.d.). *Social Network Ads*.
- Saputra, D. B., Atina, V., Nastiti, F. E., & Komputer, F. I. (2024). PENERAPAN MODEL CRISP-DM PADA PREDIKSI NASABAH KREDIT MENGGUNAKAN ALGORITMA RANDOM FOREST. In *Idealis: Indonesia Journal Information System* (Vol. 7, Issue 2). Retrieved from <http://jom.fti.budiluhur.ac.id/index.php/IDEALIS/indexDwiBagusSaputra>
<http://jom.fti.budiluhur.ac.id/index.php/IDEALIS/index>
- Saraswathi, S., Krishnamurthy, V., Venkata Vara Prasad, D., Tarun, R. K., Abhinav, S., & Rushitaa, D. (2019a). Machine learning based ad-click prediction system. *International Journal of Engineering and Advanced Technology*, 8(6), 3646–3648. doi: 10.35940/ijeat.F9366.088619
- Saraswathi, S., Krishnamurthy, V., Venkata Vara Prasad, D., Tarun, R. K., Abhinav, S., & Rushitaa, D. (2019b). Machine learning based ad-click prediction system. *International Journal of Engineering and Advanced Technology*, 8(6), 3646–3648. doi: 10.35940/ijeat.F9366.088619
- Sucipto, S., Dwi Prasetya, D., & Widiyaningtyas, T.** (n.d.). *An Evaluation of the Impact of Dataset Size on Classification Performance in the Cognitive Bloom's Taxonomy*. Retrieved from <https://orcid.org/0000-0003-3412-002X>
- Venkata, I., & Srihith, D. (2023a). *Predicting Success: The Impact of Machine*

- Learning on Social Media Ad Classification*. doi: 10.5281/zenodo.8214337
- Venkata, I., & Srihith, D. (2023b). *Predicting Success: The Impact of Machine Learning on Social Media Ad Classification*. doi: 10.5281/zenodo.8214337
- Wang, Y., Ji, H., Yu, J., He, X., Li, Z., & Liu, T. (n.d.). *Click-Through Rate Prediction Based on User Behaviors and Feature Importance*. Retrieved from <https://github.com/jihuiqin2/sequence>
- Wardani, A. P. P., Adiwijaya, A., & Purbolaksono, M. D. (2022). Sentiment Analysis on Beauty Product Review Using Modified Balanced Random Forest Method and Chi-Square. *Journal of Information System Research (JOSH)*, 4(1), 1–7. doi: 10.47065/josh.v4i1.2047
- Wijiyanto, W., Pradana, A. I., Sopingi, S., & Atina, V. (2024). Teknik K-Fold Cross Validation untuk Mengevaluasi Kinerja Mahasiswa. *Jurnal Algoritma*, 21(1). doi: 10.33364/algoritma/v.21-1.1618
- Yang, Y., & Zhai, P. (2022). Click-through rate prediction in online advertising: A literature review. *Information Processing and Management*, 59(2). doi: 10.1016/j.ipm.2021.102853
- Yoga Religia, Agung Nugroho, & Wahyu Hadikristanto. (2021). Klasifikasi Analisis Perbandingan Algoritma Optimasi pada Random Forest untuk Klasifikasi Data Bank Marketing. *Jurnal RESTI (Rekayasa Sistem Dan Teknologi Informasi)*, 5(1), 187–192. doi: 10.29207/resti.v5i1.2813
- Zhou, X., & Richards, S. (2023). Predicting Click Behavior Based on Machine Learning Models. In *BCP Business & Management FIBA* (Vol. 2023).
- Zhu, M., Xia, J., Jin, X., Yan, M., Cai, G., Yan, J., & Ning, G. (2018). Class weights random forest algorithm for processing class imbalanced medical data. *IEEE Access*, 6, 4641–4652. doi: 10.1109/ACCESS.2018.2789428