

Please use more straight forward title i.e. : "Utilizing the Frequent Pattern Growth Algorithm for Small Gift Recommendations Based on Transaction Data in the Culinary Sector of the Padang Region's MSMEs"

The abstract suggests simplifying the title to "Utilizing the Frequent Pattern Growth Algorithm for Small Gift Recommendations Based on Transaction Data in the Culinary Sector of the Padang Region's MSMEs." It advises the author to use clearer academic language and offer a brief explanation of association rules. Additionally, it recommends providing more detailed findings.

Recent technological advancements, particularly the rise of big data, have transformed sales and market analysis. Clarifying terms like big data is essential for understanding their relevance. Shifting focus to the culinary sector, the introduction can outline the diverse range of businesses, from small eateries to specialized establishments, setting the context for the study's emphasis on small gift recommendations.

Seamlessly integrating previous research provides essential background for the current study, highlighting gaps in existing literature. By streamlining content and avoiding repetition, the introduction can maintain clarity and coherence while effectively conveying the study's objectives.

Enhancing the reference list to include 30 or more sources in total will further strengthen the research's credibility. Overall, improving clarity, coherence, and conciseness in the introduction will enhance readers' comprehension of the research topic and its significance in utilizing data-driven insights to optimize small gift recommendations in the culinary sector.