Abstract

Social bookmarking is one of a kind of social tagging that used for categorize a website links or URL. Social Bookmarking website such as del.icio.us, there's a lot of tag that user used to categorize or represent a blog, URL and link. In this research, a tag indicated spam if the tag used in a bookmark that not described bookmarks content or websites. If tag spam happened then ambiguities could happen too because the tag used but not represent the correct bookmarks. This research implement spam factor method that could count spam in a tag which is represented in score. Before implement spam factor method, first we generate list of correct tags in each bookmark, then generate random good user posting and random bad user posting, implement trusted moderator which detected and removed posting that infected a spam, then rank each tag and bookmark with occurrence-based search method. This research use spam factor method for measure spam score on tag, score based on quantity and compatiblity of using a tag on a bookmark for every posting. The score for spam factor is between 0-1, the bigger score then the more tag indicated as spam. From this research we can conclude trusted moderator makes spam factor scores better because eliminating spam from system.

Keyword : *Tag, Spam, Social Bookmarking, Spam Factor.*