

Abstract

The use of the internet today has become a daily necessity. One of the benefits found is the existence of a website. Websites are used in various means to provide an information, one of the areas that use the website is college. Users may use and access the Telkom University website wherever and whenever. and to evaluate the labeling system can use search log analysis. In this research will give recommendation of labeling of website website of Telkom University to facilitate its user by using one method of clustering process that is Growing Hierarchical Self-Organizing Maps. By using approach of search log analysis and get Telkom University data obtained from search engine google through ahrefs1. Then the data is done preprocessing and grouping using GHSOM method to generate keywords that can be used as a recommendation menu labeling website Telkom University. The results of the tests have been obtained as many as 6 keywords are recommended for labeling Telkom University website

Keywords: architectural information, search log analysis, growing hierarchical self-organizing maps.
