

Abstract

The development of Internet technology make a high impact on user activity in using it. E-commerce, e-news, and e-learning are a few examples of the use of Internet technology. User activities on accessing pages on a website can be used as the information to maintain quality of the website. By applying *web usage mining*, this final task will review the similarities of user activities in accessing icaring, the application of e-learning on IT Telkom, to see the distance among all the existing user or Euclidean Distance. User activities that stored in a log file will be processed by the *clustering* technique using Hierarchical Agglomerative *Clustering* algorithms as one of the *web usage mining* techniques. The log data will be processed by taking several parts of data that required such as Ip address, userId, PageId and user access time. The *clusters* that are formed, will be analyzed to obtain the pattern and user segmentation in accessing this icaring.

Keywords : *user activities, web usage mining, clustering, log data, access pattern, user segmentation*