## Abstract

Website is a very important application in the present. Starting from website growing rapidly in the early 1990s where the rapid growth of the number of websites. The development of websites with content that is increasingly diverse and dynamic, web page data downloaded increasingly diverse client computer and the average size bigger. Where the bandwidth used by the average small intenet users.

In this final study analyzing the use of HTTP compression with GZIP and Deflate method is based on Algoritam LZ77 and Huffman codes. The function of the two methods is to compress the page to the client so dikirmkan smaller and can save bandwidth digunakan.Dalam this study used IIS and Apache servers as well as Internet Explorer and Firefox browsers as clients

In this study the use of Gzip and Deflate method affects the response time, compression ratio (compression ratio) and memory Utilization on the server. Response time use after optimized using the Deflate faster than GZIP for the Deflate compression ratio is greater than the content using GZIP on text / html. In a compressed web content using both methods produce larger data downloaded from the original data on the server CPU performance in this research tends to be stable because it only uses one client

**Keywords:** Compression, Gzip, Deflate, response time, compression ratio, memory utilization