

## **Abstract**

AJAX or Asynchronous JavaScript and XML is several technology that coming together in powerful new ways to avoid page reload. Different from traditional model for web application, in AJAX, response from server come in specific format that easily parsed by JavaScript in client side. Preferred format is XML. XML or Extensible Markup Language is standard data interchange format. Beside XML, another data interchange format called JSON. JSON (JavaScript Object Notation) is a subset of JavaScript and a lightweight data interchange format. Determination of data format in AJAX will affect response time from server to client browser. This happen because speed of each data format is different.

Meebo.com and mail.google.com are site that have a huge number of visitor and data count. Is visitors, data counts, and data structure in AJAX affect in parsing time on each data format? From the testing, we know that visitors didn't affect parsing time in AJAX. In vertical structure, data count will absolutely affects in parsing time and structure just partially affect. But in horizontal structure, data count and structure didn't affect to the parsing time in XML and JSON data.

Keyword : AJAX, XML, JSON, parsing time, number of visitor, data count