Abstract

The Internet nowadays is in fast development, according to the netcraft survey, number of hostname that exist in the internet on February 2010 reach 207.316.960 websites. Meanwhile the number of active websites reach the number of 84 million websites. The enormous number of website make the existing website must be competed each other to serve the meaningful information to the user, and related to the pengunjung interest in information that exist in the website.

In this research is focus on adaptive web application development using bayesian naive. Bayesian naive is used to do classification on user profile based on data log. By implementing bayesian naive, hypothesized that this will create user classification based on user profile that will impact on user satisfaction.

The process that is done in this research is the user try to access the website before and after implementing bayesian naive. Then we will analyze the comparison between before and after implementing bayesian naive by using comparison result of before and after and questionnaire.

Kata kunci: *bayesian naïve, adaptive web, user profile.*