Abstract

Web technologies are evolving very rapidly from purely static in web 1.0 to web that can provide advice (web 3.0). In mid-2012 was given the increasingly popular web 3.0 functions as recomendator can facilitate user performance. With so many developers are starting to cultivate the web 3.0 technologies (semantic web), then large is a reference to create a semantic web is good. Therefore, the authors performed an analysis of existing semantic web which will result in recommendations for improvements and future web can be used as a reference in making the semantic web. Looking at the existing semantic web, the author chose Facebook and Google Plus because that has reached millions of users around the world and also has a complex usability. For the evaluation process, the authors use a heuristic evaluation because the evaluation is already there indicators that can facilitate the analysis process. By using quisoner, heuristic evaluation techniques will be applied. There are three important things that need to be analyzed, namely Interface, Accesbility, and Usability. Having obtained the data from quisoner, it will be the relationship of each point on the heuristic principle by using regression techniques with the tool SPSS Statistics 20. With earned a regression function, it can be concluded any recommendations issued to build a web 3.0 as well.

Keywords: *semantic web,* Facebook, Google Plus, *usability, heuristik evaluation, quisoner, interface, accesbility,* SPSS Statistic 20.