

Abstract

Donation activity which was originally done offline, now can be done via the internet. To support this online donation, we will look for aspects that can be improved and developed from the donation system, so user amount will growing and comfortable using the system. One company that provides donation system is Kitabisa.com. Improvements for website can begin by looking at the pattern of user access in the website. To see the user's access pattern, we used *Web Usage Mining* method. In the process of grouping types of users based on access patterns, we used *K-Means*. However, the *K-Means* algorithm has constraints to determine the optimal value of K. To cover that obstacle, we used *Improved K-Means* algorithm [2]. Results of this study is to determine the most optimal K values and give information of grou users based on access patterns.

Key Words : *Web Usage Mining, Server log, user's access pattern, clustering, K-Means, Improved K-Means.*