ABSTRACT

Igracias Telkom University is one of the Telkom University website that are frequently used by the entire entity of the by all entities that exist at Telkom University. The pattern of the web can be used recursively to find out what pages have been visited by the user on a website. One of the study of the patterns of user navigation in order to obtain a useful information is a web usage mining. On this final project, the algorithm used is a sequential pattern discovery using equivalence classes (SPADE). The SPADE algorithm is applied to search behavior patterns by preprocessing data to find out the useful information or knowledge. Proceed with the establishment of the data transaction and calculation of the SPADE by combining itemset and calculate the frequent to get a rules which will then look for the strength of each rule by calculating the lift ratio.

Keywords: *web usage mining, SPADE*