# **Abstract**

Indonesian news website ,which is facilitating Really Simple Syndication (RSS), make news headline easy to find. But the problem is how to find news which is appropriate as what reader want in easy way. Based on that problem, search engine using RSS technology and automatic clustering from the output has important role to find suitable information.

RSS using XML for its format to share data makes information easy to separate. From this separation, every news headline is clustered based on their proximity with Bi Section K Means and K Means algorithm.

With implementing RSS and XML, Search engine can update data every day. Beside that, from the output of clustering, the value of Sum Squad Error (SSE) and the value of *Sum of Squares Between group* (SSB) it can be concluded that Bi Section K Means algorithm have better quality than K Means algorithm.

**Key Word**: *clustering, bi section k means, XML, RSS 2.0*