

## ***Abstract***

*Web ranking is crucial to an information retrieval system. This process will result in recommendations that are considered essential web, usually can be calculated from the number of web that refers to the web. The ranking is done by the principle of link analysis, namely the process of ranking the documents based on the information contained in the link. Most of the link analysis algorithms exist, enacting a web page as a single node so that the weight given to one page will always be the same. But in many cases, a semantic web page and therefore can not possibly be considered as a single node. As a solution, block level link analysis methods that sort out the web into a unit block arise. Thus, each unit block have different weights.*

*Sorting the web into a block having a variety of ways. The way its done in this study using the algorithm of VIPS (Visual-Based Page Segmentation) is a division based on the visual lines are visible to the user. Gained weight after sorting used in calculating the value at Block Level HITS algorithm which is derived from block-level analysis. Block Level HITS are known to have two values determine the rankings, the authority and hub. Authority value is the amount of weight that refers to the page, while the hub weights the number of page referred to in a web page.*

*According the result from the tests, it was found that the authority determines ranking based on the number and weight values into the page. More weight caused higher ranking. Hub value can be vary based on the combination of the number, weight, and the link to which it refers. The higher either of these combinations, it will be higher the hub value is obtained.*

***Keywords: authority, block, Block Level HITS, hub, link analysis, ranking***