

COMPARATIVE ANALYSIS OF WEBOMETRICS RANKING STATE AND PRIVATE UNIVERSITY IN INDONESIA RANKING WITH GREY RELATIONAL ANALYSIS, VIKOR AND ENTROPY METHODS

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ABSTRACT

The research was conducted to determine the comparative rank among academics website rank in Indonesia by using the grey relational analysis, vikor and entropy method with Webometrics rank. This study used two instruments, google search engine and majestic seo search engine.

This research object is the top 20 state and private academic website in Indonesia according to Webometrics rank release in January 2012. Twentieth academic website data retrieval is done using a majestic seo search engine and google search engine to determine visibility, size, rich files, and scholar. After the data was obtained then performed to obtain the results of calculations by the grey relational analysis and vikor method, by use the weight of webometrics and entropy method. The results were then compared with Webometrics rank the release in January 2012 by using spearman test and friedman test for hypotheses tested.

The results showed spearman test with significantly same is comparison between grey webometrics with grey entropy methods and vikor webometrics with vikor entropy methods, while friedman test also significantly same, that is comparison between grey webometrics, vikor webometrics, grey entropy, vikor entropy methods and webometrics rank release in January 2012. The comparison result which significantly same from spearman and friedman test can used by webometrics rank prediction and become size source for predict release rank by webometrics in the future.

Key words : grey relational analysis methods, vikor methods, entropy methods, friedman test, spearman test, Webometrics, website