

## **ABSTRACT**

### ***Analysis and Strategies To Improve UPJ Webometrics Ranking Using a combination of Gap Analysis and SWOT Method***

Caelvin Caesar Ginzel.<sup>1)</sup>, Yunus Widjaja, S.Kom, M.M.<sup>2)</sup>, Chaerul Anwar S.Kom.,MTI.<sup>2)</sup>  
Andika Aji Nugroho, S.ST., M.M.S.I.<sup>3)</sup>

- 1) *Student of the Information Systems, Pembangunan Jaya University*
- 2) *Lecturer, of the Information Systems, Pembangunan Jaya University*
- 3) *Head of ICT Unit, Pembangunan Jaya University*

*Webometrics is a scientific discipline that studies the measurement, analysis and assessment of the quality and quantity of information on the World Wide Web. specifically, webometrics focuses on analyzing and measuring aspects such as visibility, transparency, and excellence. Currently, the UPJ website with the domain upj.ac.id has been included in the Webometric ranking. UPJ's ranking according to Webometrics is currently ranked 9585 in the world and 309th in the national ranking. UPJ's low webometrics ranking, namely 9585 in the world and 309th nationally, is considered to be able to be improved with the right strategy and there is no analysis of the website owned by UPJ to improve the webometrics ranking. UPJ. Based on the results of research on the achievement of normalization results obtained, the results obtained from the analysis of webometrics indicators for UPJ are as follows, visibility 0.764, transparency (opennes) 0.716 and excellence (scholar) 0. After obtaining the results from these indicators, the total webometrics weighting is calculated with the value obtained 0.453 where the value is included in the Enough category. UPJ has not been registered on the scimago site, resulting in many journals that are not indexed and affect UPJ's Webometrics ranking. Based on the analysis of the Webometrics assessment factors, the visibility and excellence factors have a very large assessment weight, the higher the value of these factors, the higher the Webometrics ranking. This is an initial study on improving webometrics, which is currently still far from perfect. can be continued in the next research and it is hoped that in the future research can use better supporting tools in order to increase the optimization of this research.*

**Keywords:** *Webometrics, Website, Gap analisis, SWOT, ICT Strategy.*