

**Analysis Strategy Visibility And Activity
At The Website Of Stikom.edu In Terms Of Increasing Ranking Webometrics**

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Abstract : *Stikom Surabaya has a main website stikom.edu who became participants of webometrics. Webometrics is one of increased us based website on the internet which is used as a reference against the institution, then the visibility and activity. Cybermetrics lab publishes a ranking of universities every 6 months once in January and July. Stikom Surabaya following webometrics from 2012 and ranked 73 which was release in January 2016, after analyzed Stikom Surabaya decline rank on the website stikom.edu, then the required visibility strategy analysis and activity on the website stikom.edu in the webometrics ranking improvement efforts. The analysis is done using Web Impact Factor to measure the average number of links. The analysis is done generating strategies to increase ranking webometrics. The resulting strategy there are 4 categories were needed, namely, policy, technical, content or content and supporting or supporters. The resulting strategy is 12 new strategies to increase visibility/impact and 17 strategies to increase activity. The strategy can be done by planning time during 6 months from the last issued webometrics ranking and systematically.*

Keywords: *activity, ranking, strategy, visibility, Web Impact Factor, webometrics, website.*

Stikom Surabaya has a main website stikom.edu, based on data collected from www.webometrics.info as the website that can serve a website ranking universities in Indonesia. Webometrics ranking is the study of the quantitative aspects in establishing and using of information resources (Björneborn and Ingwersen, 2004). The importance of the status WCU and the strategy to achieve the WCU is indispensable in the field of education.

Website ranking is done is the aim to improve ranking institutions of higher education. Cybermetrics Lab publishes a ranking universities every 6 months once in January and July. Two indicators of webometrics ranking is the visibility/impact (50%), and activity (50%). Assessment activity is based on the three activities namely the presence (20%), openness (15%) and excellence (15%). Stikom Surabaya webometrics follow from 2010 to 2016.

Table 1. Webometrics Ranking Edition 2014, 2015 and 2016

Tahun	Ranking	World Rank	University	Presence Rank	Impact Rank	Openness Rank	Excellence Rank
Januari 2014	49	4068	STIKOM SURABAYA	6574	2801	4438	5155
Juli 2014	45	3364	STIKOM SURABAYA	3201	4396	934	5442
Januari 2015	60	4148	STIKOM SURABAYA	2323	7794	880	5414
Juli 2015	52	4542	STIKOM SURABAYA	2015	4378	1886	5490
Januari 2016	73	5207	STIKOM SURABAYA	4518	5599	1626	5484

Based on Table 1, which is the result of the ranking obtained in stikom.edu from 2014 to 2016, stikom.edu experienced a decline from 49 to 73. Thus Stikom Surabaya requires strategies to increase ranking.

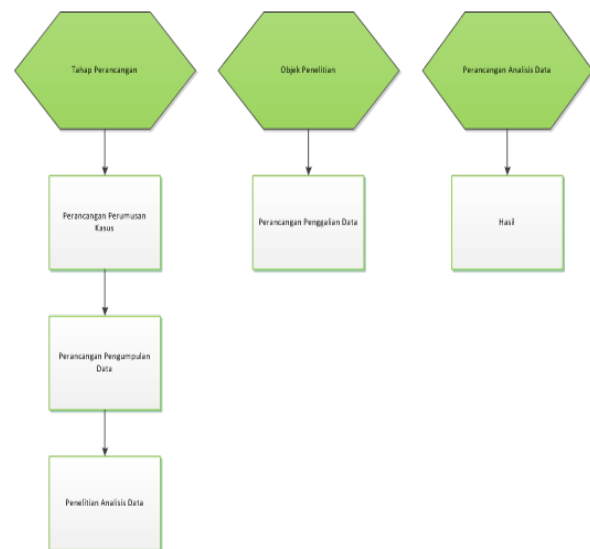
Based on the issue can be inferred the existence of analysis that can improve visibility/impact

and activity. The solution offered is making visibility strategy analysis and activity on the website stikom.edu in the webometrics ranking improvement efforts.

The results of the analysis can be used by a team of developers (PPTI), faculty, academic, Professor and student to enhance visibility/impact and activity in an effort to increase website ranking webometrics Stikom Surabaya.

METHOD

To doing the research analysis requires three stages the right strategy to get increased visibility/impact and activity at stikom.edu.



Picture 1 Model Research Phase

To improving ranking and meet the percentage value on each of the parameters already defined by webometrics, so three stages can be seen in Picture 1.

THE DETERMINATION OF DATA ANALYSIS

Data collection from each indicator *webometrics* using search engines, with the use of syntax or keywords that are related, each different indicators on a search engine. The following are indicators along with its parameters and how to get the value.

A. Web Impact Factor

Web Impact Factor in one of the three standard sizes created by The Institute of Scientific Information (content) that is used to get the value of a journal that received citations on his article. In this research the rating with the parameter *Web Impact Factor* using the revised type, once retrieved the value of each domain, then the done *ranking* with sort of the highest value to the first rank.

WIF-revised calculated with the formula (1) as follows :

$$WIF_{revised} = \frac{\text{Jumlah Inlink}}{\text{Jumlah total halaman web}} \dots\dots\dots(1)$$

Formulation as well as the indicators used in the *Web Impact Factor* is as follows (Jalal: 2009).

Keterangan :

- A = The total number of *web* pages
- B = The sum of external *link (backlink)*

B. Webometrics

The indicator value of the *webometrics* used in *ranking* should be normalized before entered into subsequent calculations with formulas (2). With regard to normalize is with equations (Aguillo, 2008).

$$N_a = \log_{\log(\max(n_i)+1)}(n_a+1) \dots\dots\dots(2)$$

Keterangan :

- Na = Normalization value
- na = The value of search engine
- max(ni) = The highest number of na

Visibility/impact (50%) rate the quality of the material content of the web based upon external *backlink, backlink* to the amount obtained by the *website* Stikom Surabaya, maximum results from the normalization is an indicator of the impact (Aguillo, i., 2015), with the formula (3) as follows:

$$Impact = \sqrt{\Sigma backlinks \times \Sigma domain} \dots\dots\dots(3)$$

Keterangan :

- N(V) = The value of *Visibility/impact* is already normalization
- Impact = *impact* of indicator
- Σbacklinks = The number of *backlink*
- Σdomain = The number of domains that comes from *backlinks*

Based on *activity* (50%) divided 3 *activity* or can be called parameters namely *presence* (20%), *openness* (15%) and *excellence* (15%). *Visibility/impact* is largest percentage by relying on two sites information

provider *MajesticSEO* and *Ahrefs*. While *activity* and parameters using search engine optimization. Then to get a new strategy would have performed a descriptive analysis by way of judging the behavior of user strategies already undertaken or already implemented.

Research carried out during the 30 days, counted from March 16 to April 14, 2016 2016 by way of monitoring or supervising the search engines on a regular basis. In this journal will be discussed the steps the strategy of *visibility* and *activity* on the *website* stikom.edu in the *webometrics ranking* improvement efforts.

OBJECTS OF RESEARCH

The object of research done only on the main *website* Stikom Surabaya on the main domain stikom.edu. Research is carried out within 30 days, calculated from March 16 to April 14, 2016 2016 by way of monitoring or supervising the search engines on a regular basis, and then analyze the previous strategies with data that is already available to improve *website ranking webometrics* at stikom.edu.

DESIGN EXCAVATION OF DATA

The steps and how to find results and number of pages indexed by search engines using certain keywords to display results data required on *webometrics*. The data obtained through observation by means of observing and recording directly. As well as doing interviews to relevant parties i.e. the developer stikom.edu staff (Faculty, public relations, academic, PPTI), professors, students and student organizations that are instrumental in increasing *webometrics ranking*. How to view the value in the search engine to get the results of *webometrics, Web Impact Factor, Google, Bing, and MajesticSEO, Ahrefs* to get value on *webometrics*.

DESIGN OF DATA ANALYSIS

In table 2, which describes the contents of the variables, as well as a web tool that is used for measuring *Web Impact Factor*, two-and three-parameter indicator *webometrics*, namely:

Tabel 2 Variable Webometrics Data Analysis

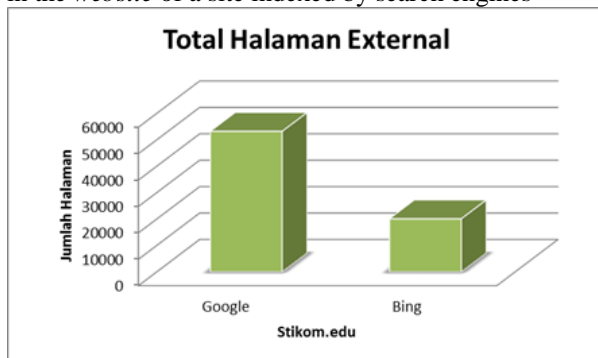
No.	Instrumen	Variabel	Hasil Pengukuran Web Tool
1.	Web page: external domain	Web Impact Factor	Total halaman.
	Internal: external link		Halaman yang sama dalam sebuah web.
2.	MajesticSEO dan Ahrefs	Visibility/impact	Total link external yang ditautkan ke domain.
3.	Google Search dan Bing	Presence	Total halaman website dan halaman dinamik yang tertangkap oleh mesin pencari.
4.	Google Scholar	Openness	Jumlah file *.pdf, *.doc, *.docs dan *.ppt yang dipublikasi serta terindeks oleh mesin pencari.
5.	Scimago Institution Ranking, Google Scholar dan Scimago.	Excellence	Total jurnal atau artikel-artikel ilmiah.

RESULTS AND DISCUSSION

In this stage describes the results and a discussion of the analysis of the data obtained in the form of the value of each indicator and stikom.edu parameters to get a new strategy so that it is able to improve the content and an increase in ranking on webometrics to get an objective value of each indicator. The results are measured through two search engines and MajesticSEO, Ahrefs to determine visibility/impact the already defined webometrics, Google and Bing to get results of each indicator and parameters

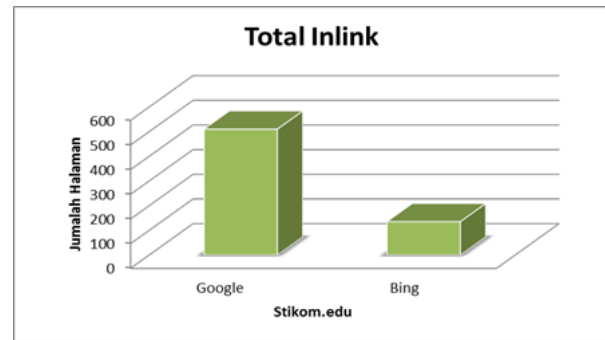
1. The Results Of Indicators Web Impact Factor

Parameters Web Impact Factor by using the search engine of Google and Bing to gauge how many Inlinks and the number of web pages that are published in the website of a site indexed by search engines



Picture 2 Total Page External Stikom.edu

In Picture 2 is the total external page between Google and Bing by way of typing the syntax "site: URstikom.edu" it will pop up the sum of the external page. Google has 53,500 total external pages are published and indexed by the search engines, while Bing has a page indexed 20,100..



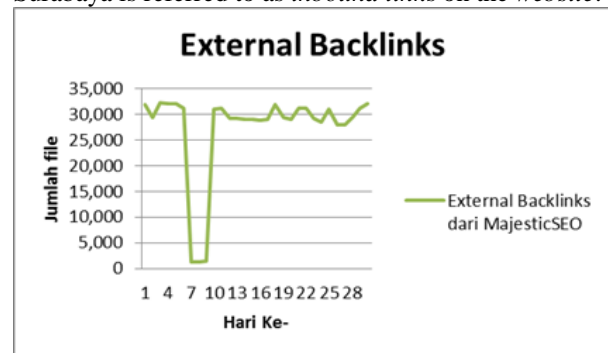
Picture 3 The Number Of Inlinks For Domains Stikom.edu

In Picture 3 is the result obtained on domain Inlinks two search engines namely Google gets 510 Inlinks or backlink to get results by way of typing the syntax Inlinks on Google "Backlink For URstikom.edu". Whereas with syntax "LinkFromDomain: URstikom.edu" Bing get 135 Inlinks indexed, visible distinction results very far due to the lack of Inlinks from Bing and there is a difference between the two search engines algorithms, data collection was conducted on 16 March 2016 to 14 April 2016.

2. The Results Of Indicators Webometrics

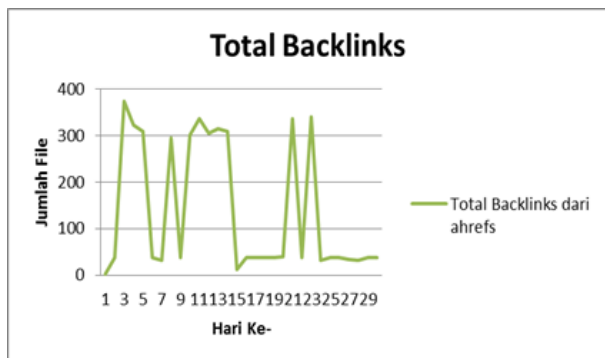
a. Visibility/impact (50%)

Visibility/impact indicators derived from quality content as measured by way of knowing how many external links from the site to another website which quotes and provide a link to the main site Stikom Surabaya is referred to as inbound links on the website.



Picture 4 External Backlinks Stikom.edu

Observations were made during 30 days counted from the date of March 16, 2016 until 14 April 2016. Here the number of the address of the site that provides the link to the main site of Surabaya Stikom MajesticSEO and Ahrefs. In Picture 4 shows the number of external backlinks for 30 days by way of observing data on Ahrefs. On 16 March to 31 March 2016 is 371.371 and backlink on day 30 on 1 April to 14 April 2016 is 447.489 from Ahrefs. This means the number of external backlinks has climbed as much as 76.118 points.



Picture 5 A Total Of Backlinks Stikom.edu

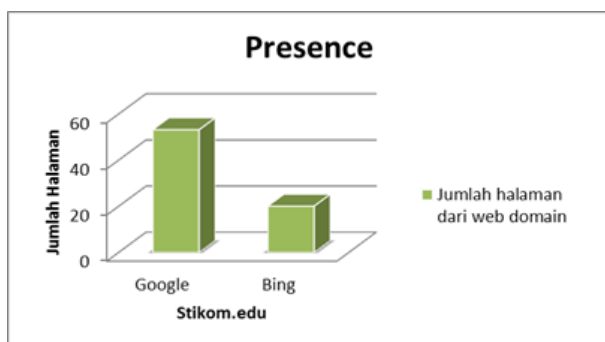
On 16 March to 31 March 2016 is 3023.85 and the number of external in the day to 30 on 1 April to 14 April 2016 is 1116.9 as well as the number of external 1906.95 of fruit increased by the initial amount obtained. Thus the sum of external backlinks in Picture 4 and total backlinks in Picture 5 for the obtained result of the visibility/impact using the formula (3) by means of the multiplication of the number of external backlinks and a total of backlinks. The results of the multiplication of the two numbers of the mentioned then dinormalisasikan to get the value of the average for the percentage.

b. Activity (50%)

Activity is divided into three parameters, i.e. presence (20%), openness (15%) and excellence (15%), to be able to increase your website ranking webometrics at stikom.edu.

1. Presence

The number of pages will be known by way of typing keywords or syntax in search engine "site: stikom.edu". Following the results of the search engines Google and Bing.

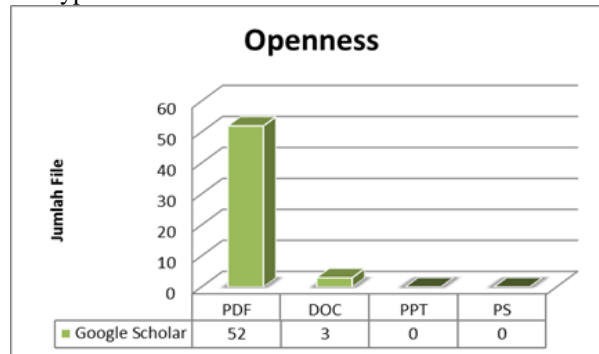


Picture 6 The Number Of Presence Domain Stikom.edu

In Picture 6 is the result of each of the Google and Bing, to get the total Web page that connects or links to sites stikom.edu can be seen a comparison between these two search engines. Google getting results of 53,200, while at Bing 20,100. The results are visible the number pages that are indexed in Google compared to Bing because the difference algorithms on both search engines.

2. Openness

Displays the number of document file formats (ps, eps), (. doc., docx) and (.ppt, .pptx) are indexed by Google Scholar. Here's how to find the number of files owned by stikom.edu published and indexed Google Scholar by typing key words or syntax "site: stikom.edu file type: the format".

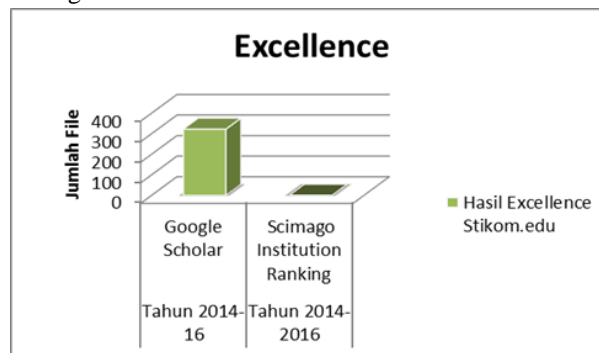


Picture 7 The Number Of Openness Domain Stikom.edu

In Picture 7 is the number of rich files (pdf, doc, docs and ppt) published by stikom.edu and indexed by a search engine is still very little and was still less than 1000 are indexed on Google Scholar.

3. Excellence

The parameters of the total assessment in the form of the number of academic papers and articles published in the international journal published by the College.

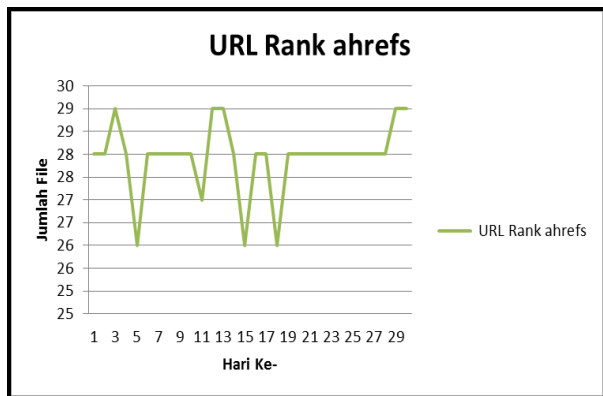


Picture 8 The Number Of Excellence Ranking Google Scholar And Scimago institution Ranking Stikom.edu

In Picture 8 results are shown from two search engines that are the number of scientific papers and journals are already published, on Google Scholar gets results a number of 322 search results by typing the keyword "URstikom.edu", while on the Scimago institution Ranking results unavailable because Stikom Surabaya hasn't been to register and join the Scimago Rankings of the institution's official website used by webometrics for measuring excellence.

3. Indicator Of Ahrefs

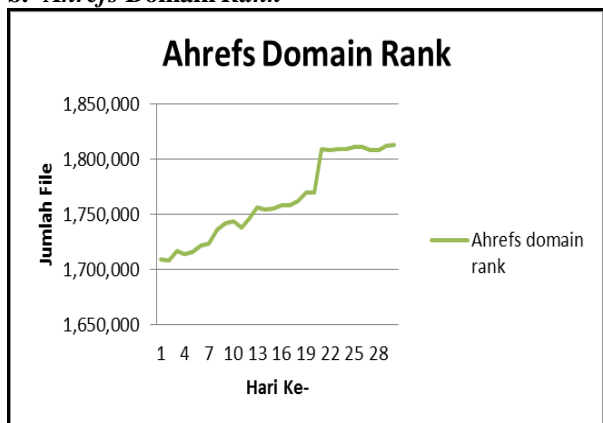
a. URL Rank Ahrefs



Picture 9 URL Rank Stikom.edu

In Picture 9 shows the stikom.edu URL's ranking according to the *Ahrefs* sorted from 0-100. URL ranking assess and measure how important a URL is checked from the number and quality of *backlinks* obtained. The algorithm determines the calculation of the score and *Ahrefs* value between 1-100, 0-30 means that the URL is not populer, 31-70 mean average and 71-100 indicates the URL is very populer.

b. Ahrefs Domain Rank

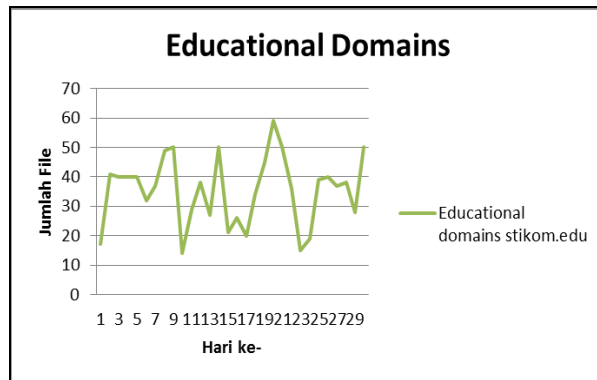


Picture 10 Ahrefs Domain Stikom.edu

Pada algoritma *Ahrefs* menentukan perhitungan skor antara 1-100 yang tertinggi, 0-30 berarti domain tidak populer, 31-70 berarti rata-rata and 71-100 mengindikasikan domain sangat populer, dimana sebuah domain sangat penting.

c. Educational Domain

In Picture 11 is the result of data collection that produces a number of domains ending in edu or ac.id which contain or include at least one *backlink* connected with stikom.edu or to multiple sub domains.

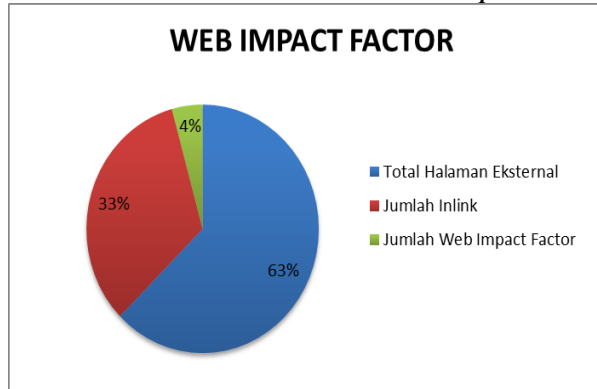


Picture 11 Educational Domain Stikom.edu

The Results Of The Analysis Normalization Indicators

The analysis already spelled out in the form of hasil from each search engine, based on the indicators and parameters that are assessed. Normalization of data before performing a calculation, to get the average value on each indicator, to obtain an effective strategy to improve ranking on the indicator and the meter has a value below a percentage that was already determined by the *webometrics*.

1. The Results Of Normalization Web Impact Factor



Picture 11 The Results Of Normalization Web Impact Factor

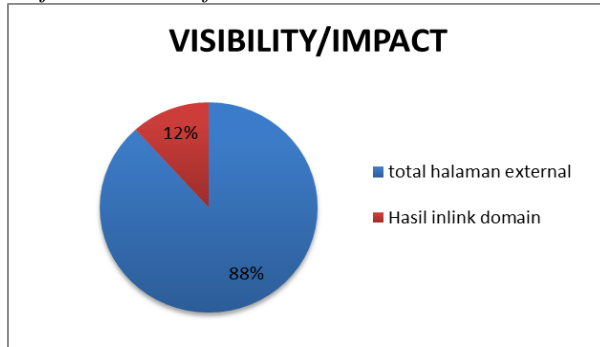
Picture 11 is a nomalisasi value from *Web Impact Factor* calculated using the formula, the amount of *Web Impact Factor* get results (4%) number of indexed web 0528. Where is the 4% is the result of the normalization of the two variables, namely the total pages in for with the amount of *links*.

2. The Results Of Normalization Webometrics

The result of the normalization that will be spelled out and next will be seen in accordance with the percentage obtained by each of the indicators and parameters, the value of *visibility* and *activity* that already dinormalisasikan should not be less than (50%). And here's the result of normalization on *webometrics* indicators.

a. Visibility/impact

In the *visibility/impact* have weights (50%) results from the normalization of already calculated. In Picture 12 is the result of the normalization of the total external page by percentage (88%) with the result that already dinormalisasikan of 2.27 (4,179 external link) from other sites. While the percentage in the domain of stikom.edu *Inlinks* (12%) as a result of dinormalisasikan i.e. 0.3 (5,179 *backlink*) link that can be indexed and made sure stikom.edu on 2 sites that use IE and *MajesticSEO Ahrefs webometrics*.



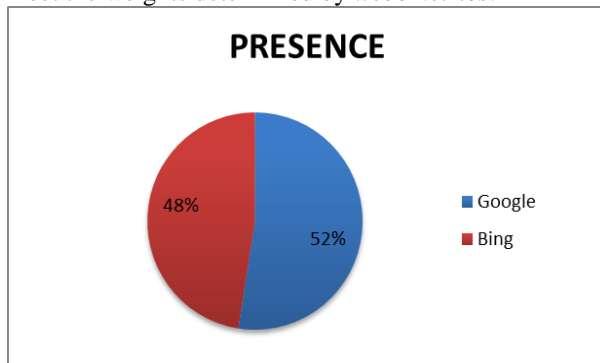
Picture 12 The Results Of Normalization *Visibility/impact*

b. Activity

On the weighting (50%) Following the results of normalization on the parameters of any *activity* that is divided into three. Each parameter should be reached in accordance with the weights specified on each *activity* must achieve a percentage.

1. Presence

Picture 13 the result percentage there are search engines *Google* and *Bing*. From the picture above, the *presence* of visible results dimiliki Stikom Surabaya on *Google* (57%), with the result that i.e. dinormalisasikan 1.62 (79 pages). While at *Bing* (43%) results dinormalisasikan namely 1.21 (20 pages) that are caught by the search engines. With the result percentage on both search engines shows that *presence* already meet the weights determined by *webometrics*.

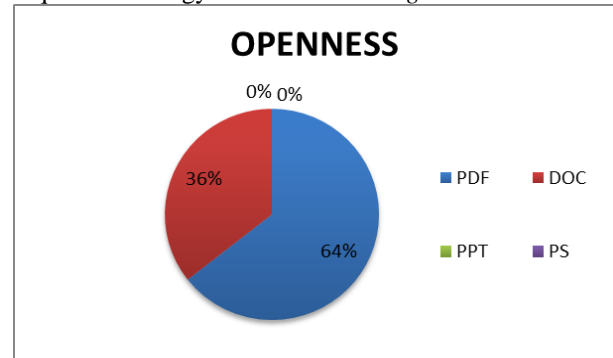


Picture 13 The Results Of Normalization *Presence*

2. Openness

In Picture 2 is the result of the normalization on *excellence* in value on the two search engines namely *Google Scholar* and *Simago*. The percentage results already in nomalisasikan that shows that

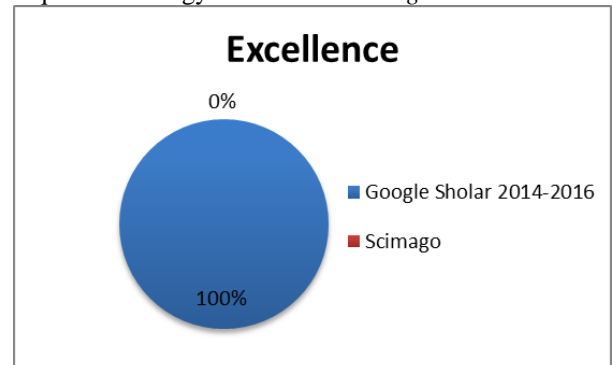
excellence has not met the specified weights, on terindek not publish results of Simago scientific papers or journals that are owned. Therefore this parameter requires a strategy to increase *ranking* on *webometrics*.



Picture 14 The Results Of Normalization *Openness*

3. Excellence

In Picture 15 is the result of the normalization on *excellence* in value on the two search engines namely *Google Scholar* and *Simago*. The percentage results already dinormalisasikan which demonstrates that *excellence* has not met the specified weights, on terindek not publish results of Simago scientific papers or journals that are owned. Therefore this parameter requires a strategy to increase *ranking* on *webometrics*.



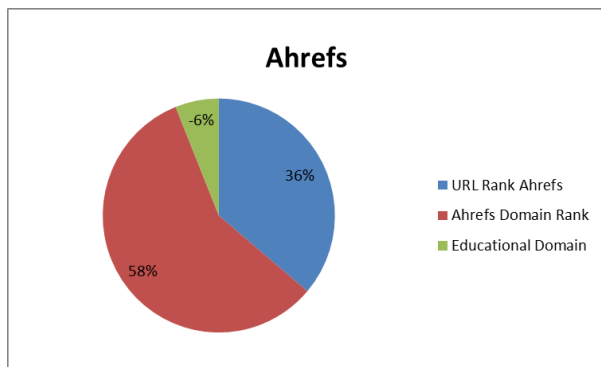
Picture 15 The Results Of Normalization *Scimago institution Ranking and Google Scholar*

3. The Results Of Normalization Ahrefs

Results normalization in *ahrefs* measured how big the results and value of percentage specified domain rank. The result of the URL, domain rank and educational.

a. URL Rank Ahrefs

In Picture 16 shows the *ranking* of the site's URL on the sorted numbers *ahrefs* 0-100 of (38%), which is worth 1.31 indexed URLs. On percentage (68%) with the value of the *ranking* shows the domain 2.09 how popular a domain owned. While in percentage (-6%) is the percentage of the educational domain where the value of the normalization of 0.22 total *backlink* that not many terindek by search engines. The algorithm of calculation determines the *ahrefs* score between 1-100, the highest, 0-30 means that the URL is not populer, 31-70 mean average and 71-100 shows the URL, the domain is very populer.



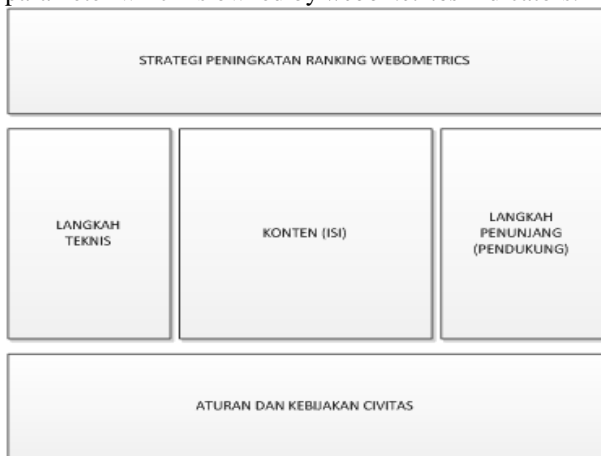
Picture 16 The Results Of Normalization Ahrefs Rank Domain

The Results Of Strategy

The result of the strategy on the need to help improve grades on each of the indicators and parameters that affect the ranking of webometrics against Stikom Surabaya especially on the website stikom.edu. After making an analysis of existing data, then the resulting strategy as outlined below for increase value of each indicator and parameters.

INCREASED RANKING STRATEGY

In Picture 7 is a component in strategies developed to increase visibility and activity on any parameter which is owned by webometrics indicators.



Picture 7 Komponen Strategi Peningkatan Ranking Webometrics (Achmad Solichin,2011).

The achievement of the strategy and the langkah steps (actions) are divided into 4 types (categories: Achmad,2011), namely:

a. Policy

Types and steps associated with policies or rules that are the fundamental steps must be implemented first because it can be a foundation for next steps.

b. Technical

The second type of technical nature which is the responsibility of the Directorate of information technology, staff and part Stikom Surabaya as the party providing the information technology infrastructure necessary to improve the quality of a website can increase ranking College Stikom Surabaya.

c. content or content

This type describes the linkages with the content or the content. Responsible by these types is technically Stikom.edu, employees, professors, students and student organizations are active, the parties concerned must have a responsibility towards the steps strategies related by content or content.

d. Ancillary or supporting

This type describes the supporting steps or supporting related socialization and the explanation of the importance of webometrics

1. Strategy 1: Increase The Number Of Inbound Links (Visibility/impact)

The value and number of inbound links that are considered highly influential in the visibility/impact of the homepage stikom.edu to increase the number and the value of inbound links (backlinks) in the main domain stikom.edu, it is in table 3 is a strategy that has been used is also applied by stikom.edu and step by step strategies to increase the number of inbound links and categories are used.

Tabel 3 Strategy 1 That Is Used And Strategy Increase Visibility/impact

LANGKAH-LANGKAH STRATEGI YANG SUDAH DILAKUKAN	LANGKAH-LANGKAH STRATEGI PENINGKATAN RANKING	KATEGORI
1.1: Tampilan website stikom.edu dan sub domain sudah menampilkan semua informasi inti dari berbagai kebutuhan termasuk informasi sub domain (Lampiran 1) Sumber: Wawancara Penanggung Jawab: Pengelola Website, PPTI	1.1: Setiap informasi yang ada pada domain atau sub domain harus mencantumkan Stikom Surabaya atau stikom.edu untuk meningkatkan external link domain Status: Meningkatkan Penanggung Jawab: PPTI dan Humas	TEKNIS
1.2: Sub domain setiap bagian sudah menautkan link ke stikom.edu (Lampiran 1) Sumber: Observasi dan Wawancara Penanggung Jawab: PPTI dan Pengelola Website	1.2 : Memastikan setiap informasi yang diperbaharui pada sub domain mencantumkan stikom.edu 1.2.1 : Membuat item menu link URL external di aplikasi web dari php Status: Wajib dan meningkatkan Penanggung Jawab: PPTI dan Pengelola Website (setiap bagian)	TEKNIS
1.3: Semua sub domain Stikom.edu menggunakan SEO (Search Engine Optimization) Contoh: Google, Bing, Yahoo dan Ask (Lampiran 1) Sumber: Wawancara Penanggung Jawab: PPTI dan Pengelola Website (setiap bagian)	1.3: Memastikan semua sub domain Stikom.edu menggunakan SEO (Search Engine Optimization) free maupun prabayar dan memperbaharui informasi sebanyak-banyaknya Status: Meningkatkan Penanggung Jawab: PPTI dan Pengelola Website (setiap bagian)	TEKNIS
1.4: Semua subdomain yang dimiliki tidak ada kondisi broken link (Lampiran 1) Sumber: Wawancara Penanggung Jawab: Pengelola Website (setiap bagian)	1.4: Memastikan semua link didalam stikom.edu dan memastikan sub domain tidak ada yang mati (broken link) Status: Wajib Penanggung Jawab: Pengelola Website (setiap bagian)	TEKNIS

2. Strategy 2: Increase The Total Number Of Pages (Presence)

The value and number of inbound links that are considered very berpengaruh on the visibility of the site website Stikom Surabaya. In table 4 is a strategy that

has been used is also applied by the stikom.edu steps and strategies that will be undertaken to increase the number of pages on the *website* stikom.edu.

Tabel 4 Strategi 2 That Is Used And Strategy Increase Presence

LANGKAH-LANGKAH STRATEGI YANG SUDAH DILAKUKAN	LANGKAH-LANGKAH STRATEGI PENINGKATAN RANKING	KATEGORI
<p>3.1: Mempublikasikan seluruh koleksi (abstraksi) karya ilmiah mahasiswa ke Stikom <i>Institutional Repositories</i> (SIR) satu hari dua karya ilmiah. Disediakan juga <i>download file</i> abstraksi dalam bentuk PDF (Lampiran 3)</p> <p>Sumber: Wawancara dan Observasi Penanggung Jawab: Prodi dan Perpustakaan</p>	<p>3.1: Memaksimalkan publikasi seluruh koleksi (abstraksi) karya ilmiah ke <i>institutional repository</i> (SIR) dalam satu hari dua karya ilmiah dan membuat perencanaan waktu dan menyediakan <i>download file</i> abstraksi dalam format PDF</p> <p>3.1.1: Setiap melakukan <i>download</i> menautkan stikom.edu dan mencantumkan hak cipta</p> <p>3.1.2: Memastikan mahasiswa mempunyai <i>blog</i> dan selalu aktif mengisi dan memperbaharui materi yang terkait perkuliahan. Memberikan <i>notice</i> secara resmi kepada seluruh mahasiswa mengenai pentingnya publikasi informasi melalui <i>website</i> ataupun <i>blog</i>, dapat diberikan penghargaan bagi <i>website</i> yang selalu <i>update</i> dan berkualitas</p> <p>Status: Meningkatkan Penanggung Jawab: Prodi dan Perpustakaan</p>	<p>KEBIJAKAN, KONTEN ATAU ISI, TEKNIS</p>
<p>3.2: Memberikan informasi dan materi perkuliahan dalam <i>blog</i> dengan bentuk doc dan pdf (Lampiran 3)</p> <p>Sumber: Wawancara dan Observasi Penanggung Jawab: Prodi dan Fakultas</p>	<p>3.2: Mewajibkan seluruh dosen dan mahasiswa untuk mempublikasi materi perkuliahan di situs atau <i>blog</i> yang berbentuk dengan format (.ps, .eps), (.doc, .docx) dan (.ppt, .pptx) yang terindeks pada mesin pencari. Peran penting untuk melaksanakan strategi ini adalah dari fakultas untuk mengawasi pelaksanaan strategi</p> <p>3.2.1: Setiap informasi di <i>blog</i> atau situs dengan menyertakan <i>file</i> dalam format dengan format (.ps, .eps), (.doc, .docx) dan (.ppt, .pptx) dan terindeks pada mesin pencari</p> <p>Status: Meningkatkan Penanggung Jawab: Prodi dan Fakultas</p>	<p>KEBIJAKAN, PENDUKUNG, KONTEN ATAU ISI</p>

LANGKAH-LANGKAH STRATEGI YANG SUDAH DILAKUKAN	LANGKAH-LANGKAH STRATEGI PENINGKATAN RANKING	KATEGORI
<p>2.1: Memberikan informasi <i>event</i> yang ada pada stikom.edu di <i>blog</i> dosen dan mahasiswa (Lampiran 2)</p> <p>Sumber: Wawancara Penanggung Jawab: PPTI, Pengelola <i>Website</i> (setiap bagian) dan Fakultas</p>	<p>2.1: Informasi seputar kegiatan yang dilaksanakan selalu menautkan stikom.edu</p> <p>2.1.1: Memberikan info seputar <i>webometrics</i> dan mengadakan pelatihan untuk dosen, mahasiswa, humas dan bagian Prodi agar mengetahui apa itu <i>webometrics</i> dan bagaimana strategi untuk meningkatkan <i>ranking</i></p> <p>2.1.2: Menugaskan satu bagian atau <i>staff</i> khusus untuk mengawasi, mengedit dan memonitor seluruh isi <i>website</i> utama. Hal ini diperlukan agar isi informasi yang di tampilkan dan di sajikan tetap terjaga kualitas dan konsistensinya</p> <p>Status: Wajib Penanggung Jawab: PPTI, Pengelola <i>Website</i> (setiap bagian), Mahasiswa dan Fakultas</p>	<p>KEBIJAKAN, KONTEN ATAU ISI</p>
<p>2.2: Bagian Prodi dan mahasiswa aktif dalam memposting informasi dan artikel di <i>blog</i> dosen serta selalu mengakses <i>blog</i> dosen ataupun mahasiswa dan menjadikan referensi tugas (Lampiran 2)</p> <p>Sumber: Wawancara Penanggung Jawab: PPTI, Pengelola <i>Website</i> (setiap bagian) dan Fakultas</p>	<p>2.2: Membuat artikel ataupun tulisan tentang karya ilmiah secara rutin dan selalu mempublikasikannya di situs atau <i>blog</i> pribadi yang aktif serta selalu di <i>update</i> yang dimiliki seluruh <i>staff</i> teknis, <i>staff</i> bagian, dosen dan mahasiswa</p> <p>2.2.1: Memberikan <i>notice</i> kepada seluruh Penanggung Jawab mengenai pentingnya publikasi informasi melalui <i>website</i> ataupun <i>blog</i></p> <p>2.2.2: Menyertakan <i>link</i></p>	<p>KEBIJAKAN, KONTEN ATAU ISI</p>

3. Strategi 3: Increase The Number Of Files (*Openness*)

The number of document file formats (ps, eps), (. doc,. docx) and (.ppt, .pptx) that affect the value of *openness*. File the research with certain formats (pdf, doc, ppt, ps) that is under the domain of the College *website* and indexed in *Google Scholar*. In table 4.3 is a strategy that is already done by stikom.edu and the step-by-step strategies that will be undertaken to increase the number of files published by Stikom Surabaya.

Tabel 5 Strategi 3 That Is Used And Strategy Increase Openness

4. Strategi 4: Increase The Number Of Scientific Papers And Journals (*Excellence*)

In table 6 is a strategy that has been used is also applied by the stikom.edu steps and strategies that will be undertaken to increase *excellence*, because journals or *scholarly* works owned not indexed by Scimago and lack of publications done by the person in charge, then the necessary strategies to improve.

Tabel 6 Strategi 4 That Is Used And Strategy Increase Excellence

LANGKAH-LANGKAH STRATEGI YANG SUDAH DILAKUKAN	LANGKAH-LANGKAH STRATEGI PENINGKATAN RANKING	KATEGORI
<p>4.1 Mempublikasikan karya ilmiah melalui stikom <i>institutional repository</i> (SIR) sebagai <i>digital library</i> dan Garuda (Lampiran 4)</p> <p>4.1.1 Karya tulis (KP, TA dan Jurnal) sudah dipublikasi di stikom <i>institutional repository</i> (SIR) dan tersedia <i>download file</i> abstraksi dalam bentuk PDF (Lampiran 4)</p> <p>Penanggung Jawab: Prodi, Fakultas dan Perpustakaan</p>	<p>4.1: Mempublikasikan karya ilmiah per periodik untuk meningkatkan <i>excellencenya</i></p> <p>4.1.1: Memperluas koleksi karya ilmiah dengan cara bergabung dengan <i>Scimago Institution Ranking</i> untuk meningkatkan <i>ranking</i> Stikom Surabaya pada <i>excellence webometrics</i>. Dengan bergabung pada situs berbayar seperti <i>Scimago Institution Ranking</i> salah satu portal koleksi karya ilmiah nasional</p> <p>4.1.2: Mewajibkan penggunaan bahasa inggris pada karya ilmiah yang ada dipublikasi baik pada jurnal nasional maupun internasional dan jurnal yang dipublikasi.</p> <p>Status: Meningkatkan Penanggung Jawab: Prodi, Fakultas dan Perpustakaan</p>	KEBIJAKAN, KONTEN ATAU ISI, PENDUKUNG ATAU PENUNJANG
<p>4.2: Menjadikan karya ilmiah dosen maupun mahasiswa sebagai referensi (Lampiran 4)</p> <p>Sumber: Wawancara Penanggung Jawab: Fakultas dan Perpustakaan</p>	<p>4.2: Mengakses dan menggunakan karya ilmiah sebagai referensi dan menautkan pada <i>link</i> Stikom Surabaya</p> <p>Status: Wajib Penanggung Jawab: Fakultas dan Perpustakaan</p>	KEBIJAKAN, KONTEN ATAU ISI

THE CONCLUSION

Based on the research results of the analysis of the strategy of *visibility* and *activity* on the *website* stikom.edu in the *webometrics ranking* improvement efforts, then produced a strategy that is divided into four categories, namely technical, policy, content or content and supporting or supporters. By generating strategies to increase *visibility* and *activity* IE can be summed up as follows:

1. *Visibility/impact: link* stikom.edu on any *activity* that is in stikom.edu and its sub domains and sub domains with domain ensure indexed on SEO.
2. *Presence:* renewing the information on *websites* and blogs. *Link* stikom.edu, and have the content view to find out how many visitors a *website* and provide a *backlink*.
3. *Openness:* publish a file with format (. ps,. eps), (. doc,. docx) and (.ppt, .pptx) and *linked* stikom.edu in any file that is published or the downloaded file.
4. *Excellence:* publication of scientific works in priodik and join on the site indexed international journals indexed Scopus and *Google Scholar*.

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