

# UNIVERSITAS INTERNASIONAL BATAM

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*Faculty of Information System  
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## **IMPLEMENTATION OF ANALYTIC WEB INFORMATION SYSTEMS IN ALL KINDS OF WEBSITE USING MATOMO ANALYTICS BY FOREVERING WEBSITE OWNERS TO CONTROL THE VISITORS AND PROTECT USER PRIVACY FROM OUTDOOR ATTACKS BY OKNUMS THAT ARE NOT RESPONSIBLE**

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### ***ABSTRACT***

Analytic websites using *Matomo Analytics* are one way to increase the security of the website and increase profits in terms of business to utilize the data recorded by *Matomo Analytics* that we have. So users can do content analysis that will be applied to the future for business progress and promotion that is done by using *Matomo Analytics*. In order to collect a lot of data, we also need hardware and software that is qualified to run *Matomo Analytics*. This analytic website is also very good and accurate when recording data from visitors and who are just doing general surfing on the website.

*Matomo Analytics* An analytic website based on *PHP* and *MySql* that is installed into a script in the form of a *Sourch Code Javascript* website owned by a user's admin. This *Matomo Analytics* analytic website will then provide a *Tracking Code* to the user's admin automatically in the main page of the admin home page, to then be integrated into the websites that will be recorded by *Matomo Analytics*.

Key : Website, Analytics, Information, Data Record, User's Admin.