

**WEB-BASED CHATBOT IMPLEMENTATION
USING MACHINE LEARNING FOR Q&A
SERVICES IN HIGHER EDUCATION
(CASE STUDY: UNIVERSITY OF
TECHNOLOGY YOGYAKARTA)**

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ABSTRACT

Advances in communication technology are in line with information technology. Chatbot is an innovation that combines communication technology and information technology. Chatbot is an application that makes it possible to communicate with humans like a virtual assistant who can respond and answer every question asked. A university must have a website that can be accessed by the general public so that information about the university can be accessed by everyone anywhere and at any time. To make it easier to get information on the website, a chatbot could be the solution. Most prospective students and students on campus feel reluctant to explore further into the website that has been provided and usually only open the main homepage of the website. Many parents of students also find it difficult to find out what is on campus if there is a lot of information provided on certain website tabs. In this research, the author utilizes chatbot technology which is basically machine learning which can process each input text result and analyze and train the machine using the algorithms provided.

Keywords: Chatbot, Machine Learning, Question and Answer, Neural Network, Python.