

ABSTRACT

Promotions are activities that are actively carried out by a company to encourage consumers to buy the products offered, is also said to be a 'continuous process' because it can lead to a series of further corporate activities. Therefore the promotion is seen as the flow of information or persuasion in one direction are made to direct a person or organization in order to carry out the exchange in marketing. Promotional activities in general are advertising, personal selling, sales promotion, direct marketing, and public relations and publicity.

In this final task will be made a sales promotion robot, the wheeled robot with a camera as a face detection sensor, if there is someone who is looking at the robot which is then detected by the camera, then the robot will stop and then directs display or screen in front of the humans which is detected and promoting goods and services through the screens on the robot, the robot is a mobile robot line follower which will follow the path that has been determined in the form of a line, with using a photodiode sensor as an input to its line follower robot.

The result from this research is a robot with dimension of length = 69 cm, width = 69 cm and height = 127 cm, which has a line follower sensor circuit using 16 photodiode sensor that can distinguish white and black, then a movement robot system using fuzzy logic method that can follow the path who has been designed with maximum value of Pulse Width Modulation (PWM) is 37.5 when the robot at center of the track, and can control the robot so the robot can stay at the track.

Keywords: *sales promotion, robot, camera, face detection, line follower, fuzzy logic.*