

ABSTRACT

Billboard is one of the media for entrepreneurs to promote products or services. Billboards can make information on products or services in an easy business known by many people. The business owner needs to get information from billboards and know the procedures to apply for the installation of billboards. The government also need information from billboards in detail to manage the data well. In this case the government is the party that is responsible for the organization of an advertisement, so the government needs to manage data from the billboard as possible so that procedure of a billboard can run well.

Therefore, created an information system application called AVIS (Advertisement Information System) which aims to assist the implementation of a billboard. There are two applications that mobile apps and websites that use web services to exchange data. In the application of this website there are two sides, namely to users and government agencies. Users can only view the advertisement information attached and the flow process to apply for a billboard, while government agencies to manage information billboards thoroughly including the point at the location where the billboard is located at a map.

Based on the results of tests performed to party and government users, these applications can be run in accordance with the expected functions. Users can see the flow of the process and that there is a billboard in West Bandung regency. Party government agencies can manage the data well, getting complete information, as well as coordination between relevant agencies in organizing the advertisement according to the features contained in the access rights of each institution.

Keywords: Advertising Space, Information Systems, Website, Maps, AVIS