

## **ABSTRACT**

In this moment, Carrefour grow rapidly and have a lot of customer in Indonesia and abroad. Carrefour is the retailer that sell at retail. have to apply a strategic movement to increase the customer. Together with the development, there are some retailer as competitor. The information transfer of shopping promotion periodically and need a longer times until the customer. To support the system for more effective, it's needed the new system that can transfer the promotion programs rapidly to the member and have the other features to customer maintenance.

The application of advertisement system with SMS broadcast in the retailer base of membership is the application that facilitate in managerial level to run the operated promotion program because of the rashness of transfer information rapidly and the simple customer maintenance.

This Final Project consist of some capters. Chapter I concern the background, the objectibve and the benefit of this final project. Chapter II about the literature study of SMS gateway and information system. Chapter III concern the modelling concept from the system and the problem formulation of this final project. Chapter IV an chapter V are the core discussion of my final project. That about the system design and the analysis of the system. Chapte VI is the conclusion and the suggestion of thgis final project.

The result of this research show that the implementation of advertisement system with SMS broadcast in the retailer base of membership support the operated promotion program and support the maintenance customer program.

Key Word: SMS, Retailer, Membership

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