

ABSTRACT

As a tourism destination, Bandung began overgrown by billboard because of its crowd during the weekends. But the big market potential is not matched with an appropriate arrangement of billboards with the surrounding conditions (Kompas, "Bandung menjadi lautan *Billboard*", 2004). The amount of interest in the company to get the billboards will be a challenge for the company because it led to a competition between companies to get the most strategic billboard.

Banking is the company that took an interest quite large in the use of billboards in the city of Bandung, which is 18%. Banking products have a strong correlation cognitively to the population demographic criteria (Branca, 2008). From this problems, it needs to create a Geographic Information System (GIS) that can provide a strategic promotion for the election campaign billboard in accordance with the optimal product to be promoted in Bandung.

SIG election billboards will take into account several factors for an election billboard in Bandung. Factors that will be considered namely, demographic factors, traffic density factor, public facilities, the cost factor, and factor billboard size. To conduct the election billboards by considering the above factors will be calculated using the decision matrix method. All of these calculations will be performed in a GIS that contains non-spatial data and combined with spatial data to produce thematic maps of potential and the potential billboard. Thus users will be easier in the decision to choose billboards.

In this system there are five processes (1) data preparation process (2) choosing product process (3) weighting (4) calculating process (5) visualizations. To get an accurate decision about potential boundary for building *billboard*, it needs a valid demographic and road data. Therefore, the system is very depending on demographic data owned by government.

Keywords : Geographic Information System, Billboard, Decision Matrix Method