

ABSTRACT

Information Media is a communication tools that used to deliver information or data to the public. But information media will not use properly if the information (such as print media, advertising, and broadcasting) didn't put in the right place. In this final project "BLE Beacon-Based Heatmap Utilization To Determine Strategic Information Media Placement", there is a way to build a web-based application to analyze the level of activity/density in a building. This application called "HADDS", will make process analyzing of activity level using "Insight". "Insight" is an indoor navigaton apps. This apps will get the coordinate of all smartphone users in the building that have BLE feature. Then the coordinate data will visualized using heatmap representation on a website "HADDS". So the building manager knows which side of the building that has a high level activity. By knowing that information/data, the building manager or advertisement employee knows the right place for information media either. From the 67 score and 80% success categori testing, the information board placement on Telkom Applied Science School building is not presice and the poster placement that based on analyzed heatmap from the "HADDS" website, got a higher level of attention percentage.

Keyword: information media, heatmap, indoor mapping, BLE, Beacon