

Abstract

Generally, the level of advertising effectiveness can only be measured based on the final outcome of product sales. However, advertisers are not able to know directly about the effectiveness of advertisements when advertising with conventional media. Therefore, there is a need for product Display systems that can detect user intention in product ads directly. To see the effectiveness of ads. The function mentioned earlier is generally present on a Smart display advertisement with a smart device-embedded monitor media to detect the user. On the display, the monitor is pinned that is used to display some of Sekaligus advertising items in a dynamic. But unfortunately, for monitors for certain companies, it is still expensive. So there is a potential to modify an existing system, by embedding the smart device, on a conventional display (e.g. a poster). The purpose of research is to know when a smart device that is usually pinned on the Display Smart Ads monitor, moved to a non-monitor view, will result in the same functionality for user intention detection Against advertising directly. From the study results, by taking ease the sample of ads that existed on Smart Display ads, obtained that functionally, smart devices embedded in media posters turned out to produce the same output as that used on smart Ad display. Gained intention calculation results of 40% on posters 1 and 60% on poster 2 with a shooting speed of 14, 8 fps (frames per second). On when the system detects the Kujung, it is obtained On average 7 images in 1 second

Keywords: product, display, intention, advertising, feedback, face detection, eye detection