

ABSTRACT

Ready Radio is a company engaged in the service sector. This company provides facilities in the field of communication as a medium for conveying information needs regardless of distance and time, such as entertainment, news, and advertisements. The advertising cost recording system applied to Ready Radio is differentiated based on the type of advertisement. For recording advertising costs, this radio still uses manual recording using Microsoft Excel, allowing errors in data processing to occur. Therefore, this simulation application is designed and created to make it easier to record advertising costs in a period automatically. The functionality of this application is recording the advertising data to be broadcast and recording the simulating cost of radio advertising. The method used in designing this application is the System Development Life Cycle (SDLC) method with the waterfall type. Based on the tests carried out, this application can be implemented and has passed the test.

Keywords: The advertising cost, Radio Advertising Fees, Simulation Applications