Cellular Network is an infrastructure that quite important to support economy and social sector in current age. Text message is a service which used to consumed by people. Besides that, SMS service has so many developed for many application, such as VAS (Value Added Service), not except advertising service.

In this final project had made a design and analyze SMS development application for advertising system process, using data attachment to user message when SMS flow outside core network at application server in header or footer form. Attachment technique is performed in simple way, when message through SMSC, it will transmitted to server application that using SMPP protocol. When SMS received by media application, it will attached by additional data without reduce or destroy the content.

Design process from the configuration of VAS, too observed the security system of general on CDMA with encryption and authentification method, bottom up method of charging and biling system using two method, it's post paid and pre paid, for post paid used to Call Detail Record, whereas the second method used to WIN (Wireless Intelligent Network).

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