

ABSTRACT

Nowadays, SMS is still to be the favorite services in all circles. In addition it is cheap and also easy to use. There are several applications that can be developed from SMS. SMS application widely used by operator is SMS Gateway. It is an SMS service that is used as a medium for accessing information and multipayment service. On the other hand, the development of advertising services is also more interesting. There are many ways can be done to offer goods and services, such as through television, radio, billboards, brochures, even can through the Internet. However, all it requires no small amount of money and felt less effective, sometimes its object is also not correct.

SMS Gateway on this final project applied as a service advertising provider tool that is cheap and effective for offering of goods or services. In this application, each client that will send a message to the server can use the GSM and CDMA operator service that already exists in Indonesia. But on the server side, operator service which is used to forward or reply the messages is the Indosat operator (IM3 card). The Server duty here are to receive incoming messages and check the formatting, and then the server will respond based on the program created in the Trigger.

Interface used in this project is a website. As an illustration, an application created using some supporting tools, they are PHP as a programming language based on web, Gammu as an SMS Engine, MySQL as the database.

After conducted the experiment to the system, can be concluded as follow that on the functionality testing, the system worked optimally, and on the advertisements broadcast performance testing with one advertisers and five people were receiver the advertisements with different operators, the average delay was about 15,4 seconds. While the comparative analysis between the systems made with the classifieds in a newspaper, most of the system made more superior as the maximum number of characters is 138 characters, but for this classifieds uses maximum 27 characters.

Keywords: Advertising, SMS, Autoforward, Gammu, PHP, MySQL