

## ABSTRACT

Indonesia Today advertising is presently in the developed quite rapidly. Proved with the existence of ads everywhere either in print or electronic media and are in various places and media. However, in this project I would give some attention on digital or electronic video advertising. The amount of electronic advertising many poses some problems such as efficiency, effectiveness or neatness. Such expenditures to be incurred to make a digital ads that usually put a CPU and a display that has a considerable cost and also the placement of ads that are common parallel in some places or at public transport is usually still use the cable medium.

At this final project develop a new breakthrough in digital advertising system. In one display ads will be mounted device called raspberry pi, which can save both cost and place. Constraints on the neatness of the installation of digital advertising can be resolved with a wireless network system. This project facilitate the replacement or insert ads in a variety of formats as it can be integrated on a single server computer. So, it will not be difficult to install a new ads.

Final results in this system is to make the system integrated and centralized digital advertising with a high level of efficiency and effectiveness without complaining aesthetics of such a form of advertising. Measurement parameters measured at the final project in the range of distance measuring 1 meter, 10 meters, 20 meters and 30 meters. Delay measurements obtained at 1,502 ms, 3,682 ms, 8,085 ms 12.618 ms and throughput measurements obtained at 7.182 Mbps, 2.468 Mbps, 1.273 Mbps and 0.262 Mbps and the last packet loss measurements obtained evenly in each range is 0% which means no missing data packets in the data transmission. These results prove the final project meets the required network quality parameters in the advertising world.

Keywords : *Digital Advertising , Raspberry Pi , Wi-Fi Dongle , Server, Client*