ABSTRACT

The growth of mobile phone is highly rapid on today's era. It creates a spare on how to promotes products or services for the one who do a business through digital media. This phenomenon could makes mobile phone users expect the marketers to proactively reaching out those who relevant to received the advertisements that related with their location by real time. Those consumers behavior is answered by location based advertising where marketers could give an information regarding advertisement promo to mobile phone users based on geographical location where consumers are close with the provider of products or services. Thus, the writer would like to creates an app of Mobile Advertising by using iBeacon Bluetooth Low Energy Technology. This app could display and save an advertisement promo that providing pictures and texts, it would be shortened based on the closest distance with coverage area of iBeacon Bluetooth Low Energy. This research is using waterfall method as methodology of research. Based on several examination, it reveals advertisements promo that includes pictures or texts in the area among signal transmitter of iBeacon Bluetooth Low Energy could runs well.

Keywords : Mobile Advertising, iBeacon, Bluetooth Low Energy, Android

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ABSTRAKSI

Pertumbuhan mobile phone yang sangat pesat saat ini memicu bergesernya cara mempromosikan produk atau jasa bagi pelaku bisnis ke arah promosi melalui media digital. Hal ini tentunya membuat pengguna mobile phone mengharapkan pemasar dapat secara proaktif menjangkau mereka untuk menyampaikan informasi promo iklan yang relevan sesuai dengan lokasi di mana mereka berada secara real time. Perilaku konsumen tersebut dijawab oleh location based advertising, dimana pemasar memberikan informasi promo iklan kepada pengguna mobile phone berdasarkan lokasi geografis di mana konsumen berada dekat dengan penyedia barang atau jasa. Maka berdasarkan hal tersebut, penulis akan merancang sebuah aplikasi Location Based Mobile Advertising dengan Teknologi iBeacon Bluetooth Low energy. Aplikasi ini dapat menampilkan promo iklan serta menyimpan promo iklan berupa gambar maupun teks kemudian disorting berdasarkan jarak terdekat dengan area pancaran iBeacon Bluetooth Low Energy. Metode penelitian yang digunakan adalah Metode Waterfall. Setelah dilakukan serangkaian uji coba menampilkan promo iklan baik berupa gambar atau teks diarea sekitar pancaran sinyal iBeacon bluetooth Low Energy dapat berjalan dengan baik.

Kata Kunci: Mobile Advertising, iBeacon, Bluetooth Low Energy, Android