The developments of electronics technology lead to the development of electronic world where the use of conventional ways to change the modern manner by utilizing advances in technology. One of them is heavy gauge and high cow in accordance with the characteristics of cow cattle in the market.

Weight and height measuring devices in accordance with the characteristics of beef cattle in the cattle market which can be accessed in online time via sms is using load cell sensors as sensors that detect the weight of cattle and potentiometer as a sensor to measure the height of the cow then the sensor output is connected to the microcontroller at mega 16 then connected to the PC using a serial cable that will be useful to send information to the PC in order to cow weighing stored as a database of information weighing.

The end result of this development tool that consumers can access information via sms cow weighing results at any time as long as it remains within the limits of working hours, then on the LCD display of this tool can be determined by weight and height from cows that have been weighed and the average error obtained error still within the limits of tolerance.

Keywords: Weight Sensor (Load Cell), GSM Module, Cows Market