GEOGRAPHIC INFORMATION SYSTEM TO MANAGE THE PUBLICATION OF ADVERTISEMENT INFORMATION AT SURABAYA USING MAPSERVER LIBRARY

Name : PAULUS SARITOSA
NRP : 5106 100 098
Major : Informatics Engineering IT Dept – ITS
Supervisor : Ary Mazharuddin S., S.Kom, M.Comp.Sc

Abstract

Advertisement business, particularly billboard, now become an important tool in industrial marketing. In practice, not many general public know the location of any location that can be used to install a billboard. Is because of this lack of information sometimes many parties install illegal billboards that disrupts spatial city planning. In addition the billboard advertisements that have been obsolete and has not have renewal licenses.

This web-based application intended to provide information to the community and employers in particular places anywhere that can be installed a billboard advertisement. Using MapServer technology, the public will know the location of the point of advertising through the maps. Mapserver will process the spatial data and data of existing billboards to display in a map layer. The map is also accompanied with graphical scale, navigation, legends and of course the name of an existing road.

The Experiments are conducted through several scenarios, which reflect the existing features in the application. The experiment results in this final project show that the use of MapServer and the web based technology to display the billboard location is effective in providing information to the users or public.

Keyword : Billboard Advertisement, Mapserver, Spatial Data