GEOGRAPHIC INFORMATION SYSTEM
MANAGEMENT OF ADVERTISING IN SURABAYA WEB-BASED

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Abstract

Nowadays, the existence of a billboard advertising is an important thing of product publication or company's event, but it often has problems in its implementation. The causes that associated installation of billboards, such as illegal billboards, expired billboards, occurs due to lack of adequate advertisement information management systems. So far, people can only view the data in tabular form on Department of Human Settlements and Spatial Planning's web, and they cannot see any location to be affixed billboards. Therefore, it is necessary that a geographic information system which capable to manage the advertisement billboard points where the dots on the map are places that legalized for the installation of billboards and be able to provide information related to the advertisement attached.

Making a geographic information system aims to provide the information about the advertisement spots to the public as well as employers with the help of the map service, Google Maps API is integrated into the programming language PHP as an interface and XAMPP as a connection manager between the application via a web server (Apache) to the database (MySQL). Google Maps API will appear on web page by writing a script on PHP to take the Google Maps API. So the result is the Geographic Information System (GIS) of Advertising Management which manages the billboard location points based on the data.

Key words : Advertising, Google Maps, PHP, GIS
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