ABSTRACT

ADVETORIAL SITE FOR USED MOTORCYCLE DAN CAR IN WEB BASED

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The growth of internet technology such as nowadays giving an opportunity to everyone to conduct their day-to-day activities through virtual world. To support such activity, people need an online media E-commerce is one thing that is currently used to bridge the buying and selling activities.

Many aspects that can be used in this paper is taken as the basis for an advertorial before making a purchase and sale transactions. Advertorial is an ad that was formed to create an image. Most people in Indonesia using newspapers as a marketing tool items to sold goods, in the paper goods specifications less than complete because it has a very limited space. For that we need a web-based software that can manage your ads with these characteristics.

In this research, the preparation of a program or web-based software advetorial. The software is set up advertising and transactions and offering restrictions for advertising vehicle that is made into two kinds of ads that are free and commercial, are free of charge to the customer does not need to pay with a duration period of ad impressions over two months while for the ads that are commercial has aired during the duration period of 6 months and has the advantage to be displayed on any web page. Payments are made through bank accounts that have been determined or determined through paypal.

This software was developed using analytical methods based on Flowmap and ERD, DFD and used to describe it. The research method used is Waterfall Method, and for the programming language used PHP, for a store of data (Database Storage) used MySQL. Results obtained from this research is an ad management system software in web-based advetorial site for used motor and car. This system can be accessed with a URL address http://momobkas.com.

Keywords: Advetorial, Programs, Advertising, Transactions, Marketing.