ABSTRACT

BROADCAST ADVERTISING INFORMATION SYSTEM BASED ON WEB IN PT. RADIO TJANDRA BUANA SUARA CIANJUR

by

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PT. Radio Tjandra Buana Suara is a broadcast company located in Cianjur airing on 100.6 FM. The main income source in Radio Tjandra is advertising, which many divisions involved on its managing, but in present all the procees still runs manualy and it take a lot of time for each advertising to proceed. So that Broadcast Advertising Information System Based On Web In PT. Radio Tjandra Buana Suara Cianjur is needed.

Research Methodology that is used to build the application is descriptive. Method. The method consist of data collection and software development, which is the software development it self is using waterfall method. The software analisys model that use in the research is structured analisys, the tools are flowmap and ERD (*Entity Relationship Diagram*) and also DFD (Data Flow Diagram) that is used to describe the procees.

After the research, it can be concluded that the application has been usefull to help advertising management become more efficient and profesional, and Broadcast Advertising Information System Based On Web At PT. Radio Tjandra Buana Suara could be the perfect solution.

Keywords: Broadcast information system, Radio, Ad, Broadcasting.