

ABSTRACT

One of promotional media that usually used and can be seen long the road in a big city is billboard. The number of billboard consumer in the big city as they promotion medium tend to into messy. The increasing of billboard consumption, than increasing also a competition to get potential location what use for build billboard. But actually the location what use for build billboard is limited, because only certain location that permitted to. Limited of place and competition to get potential location is triggering billboard illegal point location. So that required a system that can give potential location information to build billboard.

One of tools that can use to solve this problem is Geographic Information System. GIS is tool that can collecting, saving, integrating, processing and analyzing phenomena and objects where geographic location is important or critical characteristic to analyze (Aronof, 1989). One of the geographic objects processing capabilities is GIS can present information in the form of thematic map, so potential or do not a boundary to build billboard can present in the form of thematic map. This thing can make user easier in understanding submitted information.

To get the decision whether that boundary potential or not, so used multi criteria analyze. Demographic criteria and data road is criteria to be analyzed. In this system there are five processes (1) data preparation process (2) choose and assessment process (3) calculating process (4) weighting (5) visualizations. To get an accurate decision about potential boundary for building billboard, it needs a valid demographic and road data. Therefore, the system is very depending on demographic data owned by government.