

## **ABSTRACT**

The technology attends to give simples to a problem of faced by society. One of the technologies used by many consumer cellular phones nowadays is Short Message Service (SMS). It can send and receive message. The advantage of it has developed in many fields, one of them is in the advertising system. The media for ads on advertising has a lot of method. The internet is one of the effective media to post and get information because it can be accessed from around the world

The purpose of this final project is to design and implement a line advertising based on SMS. The information that shows on website is the content of message from member that sent to the server. This application have a facilities that can shorting the messages, it's mean the system replying message to member that contains the same information both seller and buyer. So, this function give a simple method for user whose needed or bargain a specific product or services.

This final project realized SMS application as line advertisement that shown on a website. This application builds from Java (J2SDK), PHP and MySQL for the database.

By this application, user can get the information quickly without searching at the website or at newspaper and who isn't a member they can get the information from the website.

Keywords: SMS Gateway, electronic line advertisement, J2SDK, MySQL