## Profiling-Based Mobile Advertisement as A Marketing Strategy For GPS-based Online Traffic Map

By

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A Thesis submitted to the Faculty of

**INFORMATION TECHNOLOGY** 

Department of INFORMATION SYSTEM

In Partial Fulfillment of the Requirements for

BACHELOR DEGREE

IN

INFORMATION TECHNOLOGY

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September 2011

Revision after the Thesis Defense on July 27<sup>th</sup>, 2011

### STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.



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#### ABSTRACT

Profiling-Based Mobile Advertisement as a Marketing Strategy for GPS-based Online Traffic Map

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The emergence of mobile computing is inevitably followed by mobile advertising: advertising that target mobile device, such as feature phones, smartphones and tablets. However, the majority of mobile advertising is still relying on the traditional approach: to send an advertisement to as many people as possible, in hope that some of them will be interested in the advertisement and in turn buying the promoted product or service. The problem with this method is that each people have their own preferences, so that kind of strategy won't get an optimum result. Furthermore, with traditional strategy there is very low chance of people getting the right advertisement in the right place.

This research proposed a new advertisement system that combined a location based service with user profiling system. In this study, the advertisement system is integrated to an online traffic map mobile application, which also has an RSS feed reader feature. The system will learn user interest by using web mining to analyze browsing history that is taken from the RSS reader. When the user tries to generate a route in the map, the system will automatically fetch advertisements that are located along the route, which suited user interest.

This proposed system has successfully created a mobile advertisement that is highly effective. Moreover, it has gained positive feedback from user by being accurate,

beneficial, and non-obtrusive. Better reception of advertisement from user will lead to the increasing rate of advertisement success.

Key Words:

Marketing intelligence, user profiling, web mining, mobile marketing, location based service



## DEDICATION

I dedicate this thesis to all the people in Jakarta that ever felt frustrated because of the ever-presence traffic jam, until today.



## ACKNOWLEDGMENTS

This thesis is a mixture between hope and fear. Dream and nightmare. It was an ambitious project, based almost solely on idealism. An idea of not having traffic jam in Jakarta. An idea of not getting annoying, but beneficial advertisements instead. Ideas that almost never see the light of the day.

That's why, I want to give special thanks for people that helped me to make it real. Sri Krisna Endarnoto, proved time and time again to be my loyal partner and helped me a lot in the finishing touch, especially the integration of this project. Mr James Purnama, who inexhaustibly having discursion with me to find a perfect or at least better concept of Agni. Mr Franciscus Chandra, for his insight in the business development of Project Agni, and also Mr Anto S. Nugroho who provided me with valuable information about the core system of user profiling engine used in this research.

There are also many other people that I would like to thank, but I prefer to say it to them one by one, because I believe a genuine feeling of thankfulness can't be bound by mere ink and papers.

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