

ABSTRACT

APPLICATION SYSTEM OF SHORT MESSAGE SERVICE GATEWAY FOR SUPPORT PROMOTION ON ERAFONE PALEMBANG

SMS (Short Message Service) is a service provided by the mobile operators. SMS considered to be very practical, inexpensive, and efficient. Handphone user behavior to date can be said that every incoming SMS will be read because of the personal nature of the mobile phone, plus it is psychology that someone that wants to be considered important. In addition to sending messages between users handphone, SMS is also suitable to be applied to a computer-based information systems. Utilization-based application development with SMS gateway will provide information on the type, specification, price, and inventory as well as send text messages automatically to the customer in accordance with the data stored in the application database. Proses first program will check whether the data in accordance with the format requested if according to the format, if it does not fit then it will be sent an SMS reply that the SMS format is not correct. SMS Promo conducted regularly to consumers, by first checking the broadcast schedule, where appropriate, the program will send an SMS to the customer's phone number stored in the customer database automatically. This type of testing used is the type of black box testing. This type of testing have been focused on the functional requirements of the software. The ability of software applications and can be seen from the results of testing that of the function - a function of the tested provide successful results to be used, but the problems that will arise as of the hardware being used does not support the service on the protocol used in the service - service features gateway sms application that has been built.

Keywords: *Customer, SMS, Gateway, black box*