

ABSTRACT

The college students become a special attraction for the owner of the boarding houses around the campus area, not least Telkom's University. Beginning of each new school year, there will be many owners of boarding houses who promote his boarding house with a variety of media, either through banners or hire jockeys to distribute flyers to the college students. Information about boarding house is important for the college students, but many boarding houses options available, sometimes not allowing them to pay attention to one at a banner that stated on the area around campus or hear the promotion of any jockey. These tend to harm the owner of a boarding house in terms of material.

For most college students, location is one of the important determinants in choosing a boarding house, in addition to other factors such as price, environment and facilities provided by the owner of a boarding house. Most college students will only come to the boarding place desired, if they're interested and want to order. Therefore, the owner of a boarding house requires better media to promote their boarding houses. Media that can be accessed directly by the college students in the process of finding a boarding house information and streamline their time for the reservations of the boarding house they want.

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