

ABSTRACT

GSM (*Global System for Mobile Communication*) is cellular technology with the highest development and biggest market in Indonesia. One of its services is SMS (*Short Message Service*). SMS is a short alphanumeric message delivery service with 160 characters length. SMS is also an effective and efficient communication tool and light cost implementation.

Vote call or Tele Voting by using SMS is another feature of SMS service which enable the operators to offer their subscribers to do public opinion survey through mobile communication network. By live broadcasting through television or radio, *Vote Call* or Tele Voting surely become an interesting event.

Vote Call by using SMS can be used by a research institute to accomplish their research, by a company to get their market response over their products or services, commercial corporate to promote their corporate, etc.

Within this final project, *Vote Call* or Tele Voting mechanism by using SMS in GSM 900 network will be studied. Start with registration stage, installation, communication and ended with randomize mobile station number selection which enter the External Short Message Entities (ESME), a kind of application server installed at the event organizer side. The selected number will be the winner of this *Vote Call* event. This *Vote Call* mechanism can be implemented by using a simulation thus the flow and the vote counting process can be observed clearly.