

ABSTRACT

Online advertising is a form of advertising which is distributed over the Internet and displayed on the websites. For website owners, online advertising is a good source to generate income. The development of Internet technology increasing the number of online advertising market.

Application is needed to manage the ads that will appear on the websites. The existence of the application can help the website owner to manage and automate the processes associated with the ad administration. However, not all of the websites implementing this kind of application. Teknimo is one of the websites that has not been implemented the application to manage ads. Before the application is applied, the management of advertising need manual works. This manual work is not effective. This situation bring an opportunities of automating the processes.

It takes a business model and business processes analysis, as well as the development of applications for Teknimo, that enable the website owner manage the ads easier. The development of ad management application use iterative and incremental method. As a development tool, a web framework called Play is used.

The results of this research is the design of business model, business process, and advertising management application that supports ad management process. The ad management process including ad management, zone management and user management. It also can view the advertisement to the website, record, calculate and report the costs of advertising to the website owner and advertisers.

Keywords: *online advertising, ad management applications, websites, iterative and incremental, Play framework.*