

## ABSTRACT

GSM (Global System for Mobile Communication) that is a technology staked for meet a demand increase capacity service head for development analog system limited become system digital cellular. This technology offer international roaming, a good quality of voice, a good level of security and capability to develop feature system which supporting.

GSM that is European standard spread that grow up quickly and have a big market in the world. GSM have a unique features and attribute which making it as the best standard digital radio which can use. The profit form GSM that is standard radio communication who spread and accepted in this moment. The ones of services to GSM are SMS (Short Message Service). With SMS customer can send short message maximal 160 character alphanumeric form and or to MS.

SMS can give any kinds of applications which there are no possibility of development new applications are sides that already exist in this moment, as 'polling argument' in ones of station televisions by SMS.

Polling argument with SMS at GSM network that is ones of services which an operator possible to offer for service customer to send message about saying congratulations great days such 'Idul Fitri, Idul Adha, Natal, etc'. This appeared in TV station by operator.