Promotion Approach to End User Computer

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ABSTRACT, *Activities that we studied is one of the efforts to explore and develop methods of introducing a product or service through the media approach to personal computers. Personal computer is a multifunctional technology if it can be used effectively. The majority of people have used not only on the adults only but is widely used by teenagers and children. This phenomenon is an opportunity that needs to be manifested as an advantage in the business world. We illustrate that computer users are a target segment to introduce the product or service.Based on the above picture we dig litelatur relating to promotional product or service to a model created ad serving approach to computer users (Promotion with the aproach of end user computers). Excess ad with this model is easy to determine the segments of the commercials that will be shown as box computers available has been stored at a location or place that has been determined in accordance with needs.*

Keyword: *promotion, computer, internet, model*

I. Introduction

Computer technology is supporting the effort to develop the company in the process of achieving its objectives. Companies that understand and understand the benefits of computer technology to be more competitive than those which utilize less. In the process of utilization of the technology we are trying to develop a system of advertising impressions that can promote a product by focusing on the people who use personal computers globally both internet users and are not connected to the Internet.The development of current advertising both print and electronic media (radio and television) is the mainstay of all companies to promote their products. But with the regulations currently developing any advertising there are limits that must be adhered to, such as cigarette ads with taxes and restrictions on the advertising impressions.It should be understood that users of personal computers is part of the market share that has the potential, which is currently popular in the community of computer users have started to children, adolescents and adults. As well as with a number of internet cafes have sprung up

services has the potential to serve ads created models. This phenomenon needs to be empowered and optimized to serve as market share. Conjunction with product advertising services we make that effort to reach the user-user personal computers in general as the media aired advertising services, where this has not been done by the advertising service anywhere (except connected to the Internet), as well as easy to determine market segments as we want.

II. Research Library and Framework

Promotion is one of the activities in marketing, according to Indriyo Gitosudarma "Marketing can be defined as an activity that is arranged for marketed products can be accepted and liked by the market". In the event that we will examine is one attempt to create a method to introduce a product with the help of the media approach to personal computers. Popularize the personal computer has been used not only on the adults only but is widely used by teenagers and children. This is an opportunity that needs to be manifested as an advantage in business, especially advertising.Introduce a product or service has been done in various ways, namely by the promotion mix, according to Adrian Payne promotion mix include "advertising, personal sales, sales promotion, public relations, word of mouth, and post directly (Direct Mail)". In the study plan that we will do an advertising campaign models. Advertising through the medium of the personal computer has now done only on Internet users and even then still relatively limited. Other computer users who are not connected to the Internet have not been reached with advertising.Based on the above theory, the model of ad impressions by using a personal computer is new. Based on the observation of the shows available on several internet media ad impressions daiantaranya;Jejarang with social media such as Facebook, twiter etc.Media web sites such as; web, blogs etc.Offer facilities that are included in the download,Ad impressions are attached to the email Media,Adsen similar media ad impressions, kumpulblogger etc.Seeing that there are ads that can not be fully assessed when mecapai target because it can not determine the specified segment.Pursuant to the above theory

studies the model of ad impressions that we make will meet in accordance with the purpose of the segment that will be achieved. To membnuktikan this hypothesis in this study we use a method researc and design, while the method of system development, we use the method of Rapid Application Development.

III. Discussion

In the course of this research we read the paper on the promotion by using the Personal computer written by Dhom-Dhom, S.Pd. 2010. In a paper written on the ways objects displaying images and video via computer media either connected or not connected to the Internet can be controlled centrally. We think that software created by Dhom-Dhom can be used further in the process of marketing products or services. The marketing process into promotional activities through media exposure computer connected to the Internet. On the basis of these ideas we try to create activities to promote a web attached to multiple computers in the form of a toolbar with text design running and it worked as well as get a good response from the users computer.
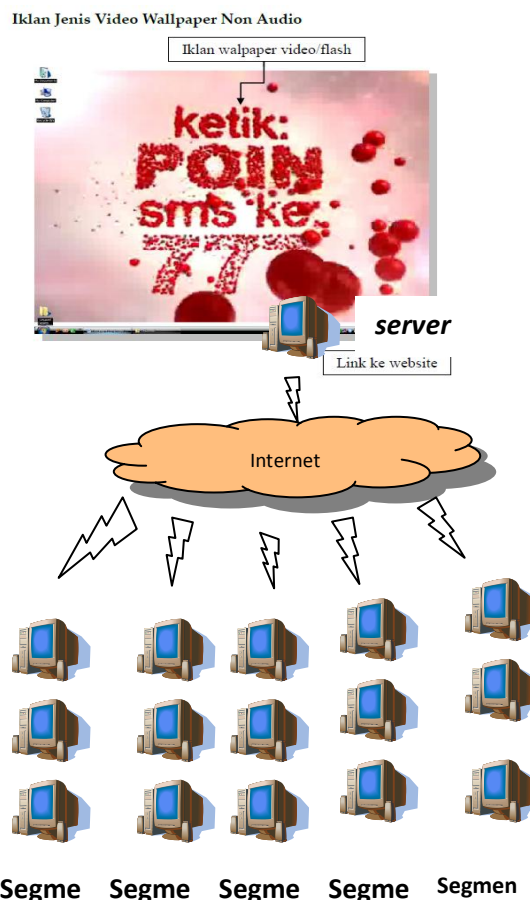

Figure 3. Network ad impressions on segments expected

See Figure 3 above that segment we expect identified because placement is determined display itself, it is to facilitate targeted ad delivery as expected. Form impressions must be designed in such a way that invites the attention of computer users. Impressions can be similar to broadcasts on television or we designed in accordance with the will and expectations of the client.

Ad impressions on the computer that we are doing computer-shaped box placed at strategic locations corresponding to the segment results of the study expected.

IV. Conclusions

Our research concluded that the ad impression with a personal approach can be done with a computer through a step of determining a location or a place to store the box the computer where the ad will be shown that the segment target will be achieved.

Figure 2. ad impressions on the Desktop

On the basis of this experience we are trying to assess how much the influence of promotion with views on a computer connected to the Internet to the perception of the marketed product. The network model of ad impressions as follows;

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