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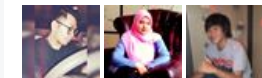


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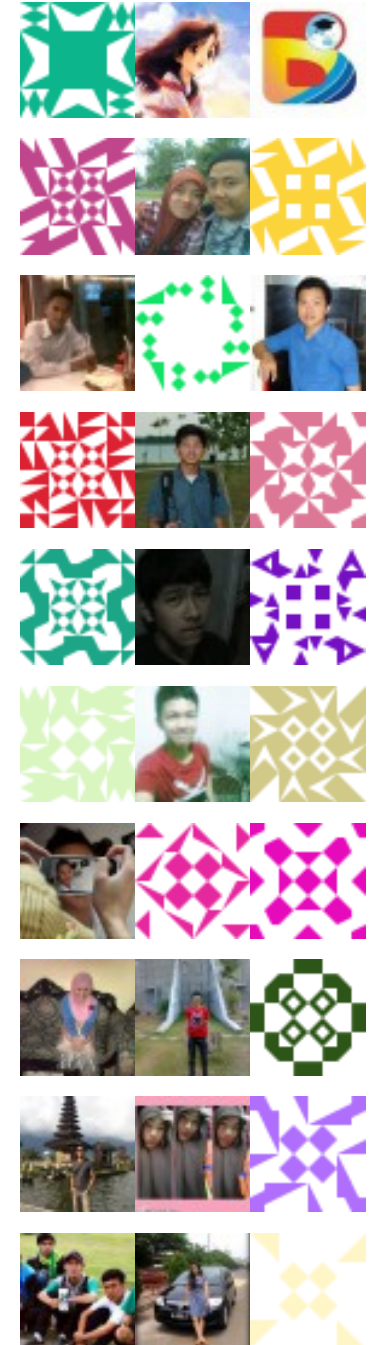
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# Web Design As Support Promotion and Dissemination of Information Using Tabloid B-Smart Rich Internet Application (RIA)

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## **Abstract**

*CTabloid B - Smart as media published biweekly by Universitas Bina Darma tabloid contains information about the world of education in Indonesia, and South Sumatra in particular. With limited range and long lag time delivery of information to the public, of course, needed a media information online ( website ) that is capable of serving a variety of information quickly, with up to date news and information dissemination effective and reach a far wider than ever. To meet the need for adequate information, then the required resources must also be adequate. One of adequate resources and the latest is the internet, therefore tabloid B-Smart should be able to use the internet as a source of information. Methods of information retrieval via the Internet as a source is called Rich Internet Application.*

**Keywords :** *Tabloid B-Smart, Web-based, Rich Internet Application*

## **1 INTRODUCTION**

Tabloid B-Smart as media published biweekly by Bina Darma University tabloid contains information about the world of education in Indonesia, and South Sumatra in particular. Currently the range of deployment Tabloid B-Smart only meet Palembang area and some regions, have not touched on the whole territory of South Sumatra.

By utilizing the web as a medium of media dissemination of information, in addition to improving image Tabloid B-Smart as educational media with up to date news , also can provide information not only be read locally, but globally, of course, can increase the confidence and satisfaction for tabloid readers B-Smart. So I lifted the title "Media web design as support promotion and dissemination of information using Tabloid B-Smart rich internet application (RIA)".

Some of the problems identified from the background , and therefore problem of the manufacturing system is How to make use of RIA technology that tabloid website B - Smart become attractive to Internet users so as to widen the base of the tabloid readers ? With the research is expected to provide benefits to the tabloid B - Smart and the authors themselves, these benefits include: Broadening the base of the B- Smart Tabloid readers. Add revenue through advertising on the website.

## **2 RESEARCH METHODOLOGY**

### **2.1 Rich Internet Application (RIA)**

RIA is a technology that will provide a different experience than ever for Internet users because RIA combines the advantages of web-based applications and desktop -based applications.

### **2.2 Time and Place**

This study began in October 2014 until the end of January 2015. The study is located at Universitas Bina Darma Palembang which is addressed at Jalan Ahmad Yani 12 Plaju Palembang .

### **2.3 Tools and Materials**

Hardware tools in this study using X550D Asus laptop with specs Mouse, Printer. While the software used is Microsoft's Windows 8 operating system as the operating system, Adobe Photoshop as an image editing, MySQL as database and Netbeans as editor application.

### **2.4 Data Collection Methods**

The techniques used to collect the data are: 1) Interview technique is a data collection was done by questioning and dialogue directly with the parties related to the research conducted specifically on the chief editor of the tabloid B-Smart, and 2) Library Studies Literature study is one way of data collection is done by reading and studying books, papers or other references related to the issues discussed.

### **2.5 System Development Methods**

System development method used in designing and building this software is a web engineering models (web Engineering). According to Pressman (2001), web engineering model consists of two phases of work. The phases include: 1) Formulation, 2) Planning, 3) Analysis, 4) Engineering, and 5) Implementation (Page Generation) and Testing.

## **3 RESULT AND DISCUSSION**

### **3.1 Results**

After performing system analysis, system design ends and ends with the actual making of the program, the results achieved by the authors is a web media design system to support the promotion and dissemination of information tabloid B-Smart using Rich Internet Application (RIA) to facilitate the dissemination of information tabloid B-Smart while also improving image tabloid B-Smart as educational media with up to date news, also can provide information not only be read locally, but globally, of course, a question and answer service availability, can increase the confidence and satisfaction to the reader tabloid B-Smart.

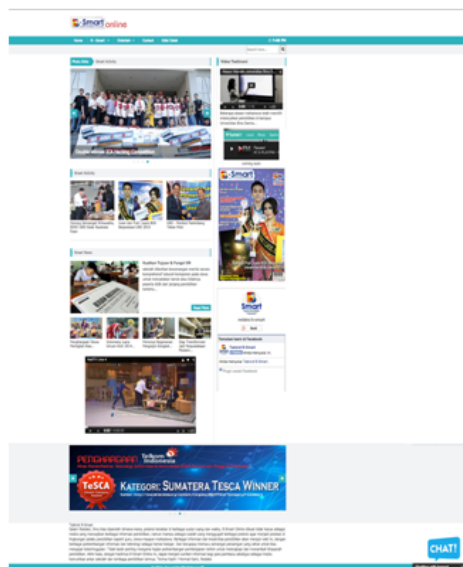
### **3.2 Discussion**

Running a site on Tabloid Media System B - Smart is directly must have a web connection or MAMP server is apache , this system has the main page or the front page is an index page

that serves as a page execution to call other pages automatically when the page this accessible . In this chapter, we discussed that the system is a web media in tabloid B - Smart , there are other pages that can be related to each other . The first step to activate the main page of our first open Mozilla Firefox to turn on the main page . After Mozilla Firefox is enabled then we enter the main page address in the address box contained in Mozilla Firefox . The results of the making of this website are pages of information that will be run using the browser . As this website has a sub menu as follows :

### 3.2.1 Home page

Home page is the main view website tabloid B-Smart. At home there is a menu B-Smart, Entertain, Contact and Print Editions. Home page also displays video, streaming radio and TV streaming and breaking news. Display the home page design can be seen in the image below :



## 4 CONCLUSION

The conclusions in this study are:

1. To design of this website may be effective and useful in accordance with the requirements, the design is based on a request from the tabloids and web design is based on data from the B - Smart as a collection of photographs, interviews and files that exist The tabloid B-Smart.
2. With this web design in terms of design and attractive appearance as well as information that is always up to date are expected to support program promotions taking place in the B- Smart .spread

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