REKAYASA HYBRID LOCAL COMMERCE MENGGUNAKAN PROXIMITY MARKETING SEBAGAI PENGUATAN VISI KEMENTERIAN KOPERASI DAN UKM BERBASIS BLUETOOTH LOW ENERGY (BLE)

by Eko Marpanaji, Satriyo Agung Dewanto, Bekti Wulandari, Muhammad Izzuddin Mahali

ABSTRACT

Hybrid Local Commerce is one of the marketing strategies with the Proximity Marketing concept. The product sells for the prospective customer that nearest to the sales product with the proximity marketing concept. The system automatically identifies the user's position and the presence of the closest product that is around the user. The system where the user's location will be determined by (1) a Mobile Device that is in a specific place, (2) A Bluetooth Low Energy (BLE) is used as a product marker, (3) Mobile Device location determination algorithm based on several BLEs (4) Internet in a Mobile Device that allows providing local content requests from Cloud Asset. The system created has an algorithm for determining the user's location based on the calculation of the strength of the RSSI signal received from several BLE points. The user location determination algorithm also implements the Kalman Filter to improve localization, precision, and accuracy, calculated directly in the application. Determining the user / mobile device's location based on the calculation of the distance from several location points installed by BLE is a solution used in the concept of Proximity Marketing.

Kata Kunci: *proximity marketing, Bluetooth low energy*