

ABSTRACT

With the development of information technology that exists today everyone can do data processing easily, can produce an information that we need accurately and save time and money. Then the promo-giving application program is needed by utilizing smartphone and web-based technology to make it easier to deliver promos to The Harvest Bakery.

With the features available in this application, the admin can find out the behavior of purchasing members that have been stored in the database server so they can find out what the members' favorite products are. Thus the admin can provide promos that are in accordance with the members' favorite products, then display them on the android member screen.

Content base reasoning method as a method that can determine efficiently when it will give promos to members according to their favorite products. This method can build a reliable android-based promo delivery application.

Keywords : Promo delivery application, Content base reasoning, Android Application.