ABSTRACT

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NEAR FIELD COMMUNICATION IMPLEMENTATION ON MALL’S LOYALTY ANDROID APPLICATION
(xx + 198 pages; 118 pictures; 69 tables)

Mall is a festive center that visited by many peoples, where peoples can join various events and buy stuffs or foods with a certain price. Usually, mall has loyalty program for attracting more peoples to come. Mall’s loyalty program can be implemented to be an online application on Android. Near field communication (NFC) can be implemented on mall’s loyalty on Android application for updating data, adding point amount, and redeeming point by tapping it to the NFC tag.

Mall’s loyalty Android application have three main features which are show list and detail of promo[119]tion, list and detail of event, and also show user’s point amount. The NFC technology will be implemented on this application in the case of updating promotion and event data, adding point, and redeeming point. These three NFC tasks will be implemented by writing different keywords on NFC tag for each task. This application development will report and solve software aspect issues that arise during implementation phase. Application’s testing includes features testing, NFC testing, and end-user testing. This application development is done by dynamic system development method (DSDM), which is iteration process in a project development.

This mall’s loyalty application works well that includes features of promotion, event, and membership. NFC role on this application works well. Based on 45 questionnaires, 80% of respondents consider (agree or strongly agree) that NFC increase effectiveness of mall’s loyalty application. In the implementation phase, have solved software aspect issue about sending LONGBLOB data type from between Android Activity.