Abstract

In the era of globalization now, the development of information technology and new technologies kept coming and develops, with new concepts along with human need diverse. Through the technology of communication, the process of an exchange of data and information becomes more easy and fast by using devices that often we using that is the cell phone. One of the facilities owned a cell phone is a short message service (sms). By leveraging SMS technology, the author would like to build a system where companies do not need again to inform, promote and advertise products and services of PT Mercava through the mass media or the phone. Enough with sms then information has been received to customers. With this system, customers can also make a reservation through SMS, asking for information on a product, providing a complaints and suggestions to the company using the SMS in accordance with the format that has been given by the system. Not only that course, the system is expected to be also capable of connecting to existing applications, e.g. application library.To solve problems by way of writer will create a system with combines technology sms a gateway and regex as processing a message in. With the existence of this, server expected customers obtain answers to questions or complaint them without extent of place and time because they can do so anytime and anywhere with a cell phone them.

Keywords: SMS Gateway, Regular Ekspresion, Regex, Autoresponder, SMSLib.