

ABSTRAK

Christian Dwiputra Tanujaya:

Tugas Akhir

PEMBUATAN APLIKASI FILTER IKLAN PADA TAYANGAN TELEVISI MENGGUNAKAN PENGOLAHAN CITRA DIGITAL DENGAN METODE K-NEAREST NEIGHBOR.

Pesatnya perkembangan periklanan, terutama di Indonesia, memimpin perusahaan untuk mengiklankan produknya tanpa memikirkan dampak negatif bagi anak-anak. Sementara itu di Indonesia, tidak ada program untuk menyaring iklan tersebut. Meskipun, iklan sudah diperiksa oleh KPI (Komisi Penyiaran Indonesia), iklan bermoral masih disiarkan ke publik. Karena kondisi ini, penulis menciptakan program filter untuk iklan televisi menggunakan pengolahan citra digital untuk mengurangi kemungkinan tayangan iklan bermoral kepada anak-anak. Metode kecerdasan buatan yaitu KNN (K-Nearest Neighbor) digunakan untuk menyaring iklan televisi bermoral. Program ini dapat memberikan iklan pendidikan bagi anak-anak dan mengurangi penampilan bermoral iklan dikonsumsi oleh anak-anak.

Kata kunci : Aplikasi, Periklanan, Tayangan Televisi, Pengolahan Citra Digital, KNN (*K-Nearest Neighbor*), Filter Iklan

ABSTRACT

Christian Dwiputra Tanujaya :

Final Project

*Making Application Filter Display Advertising On Television Using
Digital Image Processing With K-Nearest Neighbor.*

The rapid development of advertising, especially in Indonesia, leads the company to advertise its products without thinking about the negative impacts for children. Meanwhile in Indonesia, there is no program to filter those advertisings. Even though, those advertisings have been checked by KPI (Indonesian Broadcasting Commission), the immoral advertisings are still broadcasted to public. Due to this condition, the writer creates a filter program for television advertising using digital image processing to reduce the possibility of immoral advertising exposure to children. Artificial intelligence method namely KNN(K-Nearest Neighbor) is used to filter the immoral television advertising. The program can give education advertising for the children and reduce appearance immoral advertising consumed by children.

Keywords : Applications, Advertising Show, Television, Digital Image Processing, KNN (K-Nearest Neighbor), Ad Filter