

ABSTRACT

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PEMETAAN PELUANG INTEGRASI PADA KEGIATAN STUDENT AMBASSADOR

Student Ambassador (SA) is a program held by the Public Relations and Admissions Marketing Unit (PHA) at Pembangunan Jaya University (UPJ) to assist marketing operations in the PHA unit. This program also consists of several divisions based on their duties, with that SA has quite a lot of data considering its large number of members, causing errors in the SA activity data frequently. In the Professional Work (KP) activities carried out by the practitioner, the practitioner is assigned to help map out existing integration opportunities between activities in SA. So that the practitioner analyzes the running business processes first in mapping integration opportunities. Professional Work is carried out by practitioners in a hybrid, where some of the implementation is carried out by Work From Home (WFH) and partly by Work From Office (WFO). The implementation of KP begins with data collection to support the analysis, after that discussion/consultation and field observations, then analysis of the process of SA activities by drawing flowchart diagrams, finally making recommendations for integration opportunities based on the analysis that has been carried out on each SA activity. KP activities provide the practitioner with work experience in accordance with the field that the practitioner is engaged in, which can increase the ability of the practitioner's business process analysis and gain new views related to the world of work.

Keywords: Student Ambassador, Mapping, Integration, Analyze Business Process