

ABSTRACT

P Arya Saraswati Yulina (20190801041)

ANALISIS PROSES BISNIS SISTEM PRESENSI STUDENT AMBASSADOR UNIVERSITAS PEMBANGUNAN JAYA

Implementation of Professional Work (KP) carried out by practitioners at the Pembangunan Jaya University (UPJ), practitioners work in the Marketing, Public Relations, and Admissions (PHA) unit under the guidance of Erwin Winarjo as Supervisor on the Sales team and SA Coordinator. During the three months of KP implementation starting in June until the end of August, the practitioner conducts a business process analysis on the Student Ambassador (SA) attendance system. SA itself is a program under the umbrella of the UPJ PHA unit which aims to support UPJ branding activities as well as to become a forum for UPJ active students to be able to take part in promoting UPJ together with PHA staff. Activities carried out by SA members include edufairs, student gatherings, presentations to schools, and other operational activities. In addition to gaining experience in the field of marketing, SA members also get a fee from the results of the activities they participate in. The presence of the SA becomes evidence or data on the participation of the SA in activities and is then used as a benchmark in calculating fees. The work that the practitioner does during the KP includes reviewing the business process flow of the SA presence system up to the fee disbursement stage, then compiling BPMN and Flowcharts from the results of the review. The essence of the results of the KP conducted by this practitioner is to compile a flowchart of the practitioner's proposals or recommendations related to the business process flow of the new presence system to make it more practical and efficient.

Keywords: Branding, Student Ambassador, PHA, Presence System.