

## ABSTRACT

*Technology helps various aspects of the industry, one of which is the management of Human Resources (HR). One of the HR management processes is recruitment, which is aimed at finding, finding, and attracting job applicants to become part of an organization. Every organization needs recruitment, one of which is a Student Ambassador (SA) at Pembangunan Jaya University (UPJ). SA is tasked with promoting and disseminating information about UPJ. The SA position is one of the positions that is in great demand by UPJ students, but there are several obstacles in the recruitment process. These constraints make researchers want to apply the use of technology that can assist SA in managing recruitment using applications. To build the application, the researchers implemented the Software Development Life Cycle (SDLC) with the Waterfall method, but the design and implementation were carried out in parallel. Researchers carry out the design of this application starting from planning, analysis, design, and implementation to the programming stage.*

**Keywords:** *Recruitment, Application, SDLC, Waterfall Method.*

