

ABSTRACT

PRESENCE APPLICATION DESIGN USING AUTHORIZATION AND VALIDATION MECHANISM FOR AMBASSADOR STUDENTS OF PEMBANGUNAN JAYA UNIVERSITY

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Almost all needs in this era can be met by the presence of technology. Utilization of this technology can be used as a tool in carrying out work, one of which is in the world of marketing which always requires new ways to improve its marketing and promotion strategies. The key to a company's success in getting potential customers is the level of brand awareness. One company that can be used as an example is an educational institution that is closely related to student identity. In increasing brand awareness, educational institutions apply the concept of branding. Pembangunan Jaya University (UPJ) created a Student Ambassador (SA) for university branding activities. This SA consists of selected active UPJ students from various study program backgrounds. SA carries out promotions and introduces university students to school students and gets fees for each activity carried out, but in the process of attendance and calculating fees from SA it is still said to be impractical and takes a long time to process. In addition, there is no authorization for users of the presence page. This problem is the main point of the research conducted by the author, namely designing a special application for SA attendance in the future, which can help simplify and speed up the attendance recap process to automatic and authorized fee calculations. In addition, the use of this application in the future is also expected to summarize the Marketing, Public Relations and Admissions (PHA) business process flow in the SA attendance process.

Keywords: *Branding, Student Ambassador, Presence Application, Pembangunan Jaya University*

Pustaka:

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