

ABSTRACT

DESIGN AND DEVELOPMENT OF STUDENT ADVOCACY INFORMATION SYSTEM AT UNIVERSITAS PEMBANGUNAN JAYA (Case Study: Resolution Module)

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Advocacy, commonly known in a legal context, encompasses actions of defense, support, and recommendations through persuasive communication. This research highlights the lack of optimality in the advocacy process for student complaints at Universitas Pembangunan Jaya (UPJ). Students face difficulties in contacting relevant parties and understanding the intricate complaint procedures. Limited access to information regarding how to submit complaints and the status of complaints also influences issue resolution. The research aims to introduce an advocacy platform with features for complaints, status tracking, and regulatory information. The development method employed is Rapid Application Development (RAD), supported by the Unified Modeling Language (UML).

Kata Kunci : *Student Advocacy, Conflict Resolution, Rapid Application Development (RAD), Universitas Pembangunan Jaya.*