

ABSTRACT

In a fairly young age, Telkom University continues to spread its wings to admit students through Student Selection (SMB) which is implemented through four lines of selection that is Jalur Prestasi Akademik (JPA), Ujian Tulis Gelombang (UTG), Ujian Saring Mandiri (USM), and Jalur Prestasi Unggulan (JPU). Problems begin to arise when a lot of questions about the groove and new student registration mechanism, which can only be done by telephone, social media, and came straight SMB secretariat to the inefficient. One solution to overcome the problem is to build Application Guide New Student Registration Mechanism Telkom University-Based Multimedia to provide information grooves and new student registration mechanism interactively. In addition, this application also support as a media campaign Admission team as the organizer of the National Student Selection (SMB). This application developed using ADDIE models and built with the development of interactive multimedia use Adobe Flash CS6 are supported by Autodesk Maya 2014 and other support tools. With this application, candidates Telkom University students can understand the flow and new student registration mechanism detailed and interactive workflow to reduce registration errors and can be used as a media campaign Uniersity Telkom.

Keywords: SMB, Registration Mechanism, ADDIE Model