

## **ABSTRACT**

Intense competition triggered by globalization, Technological developments, especially telecommunications technology is currently experiencing changes in market trends caused by the growing number of internet usage and the phenomenon that occurs in the world community. The phenomenon is the use of smartphones, social media, and also the development of 4G LTE (Long Term Evolution) network.

PT. Cellular Telecommunication has presented an application to facilitate user in using Telkomsel provider that is application with name of My Telkomsel, which contains data about subscriber user of Telkomsel provider and as transaction tool such as purchasing credit and internet data package.

Method of data settlement by using primary and secondary data which is categorically offline to respondent using My Telkomsel and Between online application through social media. The method used in this study is a quantitative method with a sample of 100 respondents. Data analysis techniques and trials using IBM SPSS 20 software.

Based on the results of data processing in this study shows that the application My Telkomsel has a pretty good value in the eyes of the users, but there are sub Variable Usability of My Telkomsel applications that have a value that is quite low with another, namely sub Variable Control that has a role in Security of the application

**Kata Kunci :** *Usability, Telecommunication, Continuum Level Test , Apps, Presentation*