ABSTRACT

The development of information technology, especially in the computer sector, has an impact on various aspects of student life. The Computer Engineering Student Association (HMTK) functions as a forum for students to develop social and leadership skills as well as facilitating the exchange of information related to the Computer Engineering major. Even though social networks are the main means of communication and gathering information, there are still some inefficiencies in receiving and interacting information between HMTK members. The main problem identified is the ineffectiveness of disseminating information via social media, which causes student involvement in academic and non-academic activities to be less than optimal. Social media is used by many students to get information about majors, but information is often scattered and difficult to follow, resulting in confusion and lack of participation.

The development of the My-HMTK application can integrate all relevant information about activities, events and major developments is recommended. This application is expected to make it easier for students to access information, increase involvement, and optimize communication between students,and lecturers. With this application, it is hoped that students can be more active in department activities, which will have a positive impact on academic achievement, development of social skills, and building a sense of identity and attachment to the department.

Keyword : *Information Technology, Computer Engineering, HMTK, Ineffectiveness*