# ABSTRACT

In today's digital era, the use of social media has become an integral part of daily life, especially among students and university students. However, many existing social media platforms focus more on entertainment than education, thus the opportunities to optimize social media use in the teaching and learning process are often overlooked. This research aims to develop a social media application specifically designed for educational purposes, with the hope of providing a more beneficial alternative for students.

This social media application is designed with various features that support learning activities, such as discussion rooms, material storage, and a competency-based evaluation system. The application is also integrated with various digital educational resources to enrich the content accessible by users.

The application aims to address various issues in education in Indonesia, such as limited access to quality education, lack of processes for receiving important information for students, forgetting important assignments and exams, high educational costs, and time management challenges. The results of the study show that this education-based social media application is well received by users, with a satisfaction rate of 85% from the total respondents who participated in the trial. Based on the data obtained, it can be concluded that this application has great potential to support and enhance the educational process in the digital era.

Keywords: social media application, education, educational interaction, software development.