ABSTRACT

A concrete step to get information is to have a good management information system. For universities, one of the most important information is feedback from alumni or graduates. However, the actual management information system at Telkom University cannot provide the information desired by the study program and the tracer study response rate is still low so it is not effective. That is, the tracer study system needs to be re-engineered. Thus, this research aims to redesign business processes. The research methodology approach is the design of organizational process planning using the Business Process Management cycle that starts from process identification by conducting in-depth interviews and then doing process discovery by collecting primary and secondary data. After that, do the "As-Is" Modeling and Analysis to find weaknesses in the actual process so that recommendations can be made to reengineering the process and get reengineering requirements. The next stage, do the "To-Be" Change Design design the process in accordance with the requirements and procedures for designing the process. Thus, in order to effectively increase the level of response and the quality of answers. This research proposes the idea of maximizing the relationship between alumni and their supervisors in a tracer study platform that is more friendly to use by making it look like a social media platform. The idea of improving the tracer study can be accepted by the process owner with a checlisk requirement. Then for alumni and lecturers can be seen with the value of scaling Guttman above 0.6. This will be a good concept to develop in the future as an initiative to create an integrated career development application for better education and industrial quality in the future.

Keywords: Business Process Management, Business Process Design, Reengineering, Tracer Study, Guttman Scaling.