

ABSTRACT

HIPMI (Indonesian Young Entrepreneurs Association) is an organization established to foster entrepreneurial spirit among young people. HIPMI Probolinggo is a branch of HIPMI. HIPMI continues to encourage many of its cadres to continue to improve their abilities and remain able to adapt to the times. This is done by opening many activities (events) such as seminars, sharing knowledge and information about business, and networking with fellow HIPMI members. Until now, HIPMI Probolinggo has carried out various forms of activities (events) in the business sector, sharing information about business to keep attracting the younger generation to join HIPMI and keep growing enthusiasm for entrepreneurship. However, in the implementation of these activities there are obstacles experienced including the member registration process is carried out manually using bookkeeping, the process of distributing event and business information to members is uneven. Efforts to improve the quality of HIPMI Probolinggo in carrying out these activities were given a solution by digitizing. Digitization is made in the form of an android-based application with the features of a new member list, membership data management, member business list and announcements of events and businesses around HIPMI. The application is expected to solve the problem of HIPMI Probolinggo.

Key words : organization, HIPMI, business information, media.