

ABSTRACT

This research aims to develop the My Tel-U Mobile questionnaire module as an effective tool to support cultural implementation at Telkom University. In the current era of digital and information technology, the My Tel-U Mobile website serves as the main source of information for students, staff, and faculty at Telkom University. However, the website does not yet have a dedicated questionnaire that can depict users' perceptions of university culture.

The method used in this research is web-based system design and development, involving stakeholders from various units at Telkom University. The system development stages include needs analysis, design of interface and functionality, implementation, as well as testing and evaluation.

The result of this research is the My Tel-U Mobile questionnaire module that can be used by users to provide feedback and responses regarding university culture. The module is designed with an intuitive and responsive interface, making it easy for users to fill out the questionnaire. The collected data will be processed and analyzed to assist decision-making related to cultural implementation at Telkom University.

It is expected that the development of the My Tel-U Mobile questionnaire module will increase user participation in providing feedback and responses on university culture. Additionally, the analyzed data can serve as a basis for the university to identify areas that need improvement and strengthen existing culture.