

ABSTRACT

Marketing Digital Talent (MDT) is one of the organizations under the auspices of the admissions department at Telkom Institute of Technology Surabaya, established since 2022. The main task of MDT is to assist the admissions department in promoting the campus both offline and online. Since its establishment until now, MDT has undergone regeneration three times. This has been due to several members resigning and many inactive members. One of the causes of turnover is excessive mental workload. This research aims to measure the level of mental workload perceived by MDT members and provide improvement suggestions for each indicator of NASA-TLX. The subjects used in this research are 15 active students who are also members of MDT. The research results indicate that the mental workload perceived by MDT falls into the high category with a value of 74.80. The highest NASA-TLX indicators perceived by MDT members are the effort indicator with a value of 300, temporal demand indicator with a value of 212, and frustration level indicator with a value of 190.67. The improvement suggestions provided include clear and official job desk arrangements with task monitoring, providing rewards such as fees and incentives as well as certificates, creating quarterly activity schedules, and setting limits on the number of content creations.

Keywords: *MDT, Mental Workload, Turnover, NASA-TLX.*