

ABSTRACT

The rapid advancement of technology today has a significant impact on various aspects of life, including the recruitment process in educational institutions such as the Faculty of Applied Sciences at Telkom University. Currently, the recruitment process still relies on traditional methods that cause various administrative and efficiency problems. To overcome this, it is recommended to develop a computerized e-recruitment platform by integrating the entire recruitment process into one website. This platform aims to increase efficiency, reduce administrative burden, and improve the user experience of various stakeholders involved in the internship process. In its development, it is necessary to focus on optimizing the appearance and user experience to meet the needs and expectations of users as a whole using two methods, namely heuristic evaluation and the system usability scale.

Keywords: Talent, Internship, Technology, Heuristic Evaluation, System Usability Scale