## **ABSTRACT**

This research departs from the problem of student bureau services which still use manual methods in their services to both students and student organizations. This research aims to make student bureau services more effective and efficient both in time and space by creating a student bureau service website using the RUP (Rational) Method. Unified Process) is a software development framework that has existed since the 1990s. This method was developed by Rational Software Corporation (now part of IBM) and is often used to manage software development projects in a more structured and efficient manner. RUP is a software development process approach that is iterative and incremental. Based on the discussion of the research results, a conclusion can be drawn, namely the implementation of a system created to assist the Student Affairs Bureau in carrying out service processes including administration, student organizations, special student programs for Interest and Talent. The design of this website is expected to simplify the service process at the Student Affairs Bureau and make it easier for users to access their needs. . Creating a website can help make it easier for prospective users to access information, increase operational efficiency, and support effective communication. Overall, creating this website is an important step to improve service quality, facilitate access to information, and support communication and interaction between the organization and its entire community.

Keywords: Student affairs bureau services, RUP (irrational process), student affairs bureau website