

ABSTRACT
**“ANALYSIS OF APPLICATION OF DISCORD APPLICATION
AS A COMMUNICATION MEDIA TO MBKM INTERNSHIP
PARTICIPANTS USING THE TAM METHOD”**
(STUDI KASUS PERUSAHAAN NODEFLUX)

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Discord is an application that is used by individuals or groups of people to communicate with fellow users of the application, with several features that make it easier for users to communicate, one of which is the Nodeflux company which uses the Discord application as a medium of communication for MBKM batch 3 apprentices. This study aims to find out how the Discord application is implemented in accepting MBKM apprentice users at Nodeflux. This study used the TAM method with 3 variables including *Perceived Usefulness*, *Perceived Ease of Us*, *Acceptance*, which were analyzed descriptively statistically with 25 respondents and the results in this study showed that the *perceivedusefulness variable* had a percentage value of 82.05% . , In the *perceived easeof us*, it has a percentage value of 73.25%, in the *acceptance perception variable*, it has a percentage value of 72.68%.

Key Words : Discord, TAM, *Perveived Usefulness*, *Perceived Ease of Us*, *Acceptance*