

ABSTRAK

Penelitian ini bertujuan untuk menganalisis faktor internal (kekuatan dan kelemahan) dan eksternal (peluang dan ancaman) serta merumuskan strategi pengembangan untuk Departemen Teknik Industri UNDIP. Untuk mencapai tujuan tersebut, penelitian ini menggunakan beberapa metode perumusan strategi, yaitu Matriks IFAS (Internal Factor Analysis Strategy), Matriks EFAS (External Factor Analysis Strategy), Matriks IE (Internal-Eksternal), dan Matriks SWOT (strength-weakness-opportunity-threat). Data-data diperoleh dari hasil literature review, wawancara, observasi, dan penyebaran kuisiner kepada beberapa ahli dan stakeholder Departemen Teknik Industri UNDIP. Hasil penelitian menunjukkan Departemen Teknik Industri memiliki 9 kekuatan, 9 kelemahan, 9 peluang, dan 6 ancaman serta nilai IFAS 2,660 dan EFAS 2,561. Matriks IE menunjukkan Departemen Teknik Industri berada pada sel 5 (menjaga dan mempertahankan) sehingga strategi yang umum digunakan adalah pengembangan produk dan penetrasi pasar. Matriks analisis SWOT menunjukkan Departemen Teknik Industri berada pada kuadran I (growth oriented strategy) sehingga strategi yang tepat digunakan adalah penetrasi pasar, pengembangan pasar, dan strategi pengembangan produk. Selanjutnya, penelitian ini memberikan usulan strategi pengembangan menggunakan matriks SWOT lalu diperoleh 15 alternatif strategi.

Kata kunci: *analisis SWOT, EFAS, IFAS, Matriks IE, Perumusan Strategi, Perguruan Tinggi*

ABSTRACT

This study aims to analyze internal (strengths-weaknesses) and external (opportunities-threats) factors and formulase development strategies for Departement of Industrial Engineering Diponegoro University. This research was conducted using several methods, Internal Factor Analysis Strategy (IFAS), External Factor Analysis Strategy (EFAS), Internal-External Matrix, Strength-Weakness-Opportunity-Threat (SWOT) Matrix. Data were collected through lirerature review, interview, observation, and questionnaire with some experts and Departement of Industrial Engineering Diponegoro University's stakeholders. The results showed that Departement of Industrial Engineering had 9 strengths, 9 weaknesess, 9 opportunities, 6 threats, and IFAS value 2,660, EFAS value 2,561. IE Matrix showed that Departement of Industrial Engineering was in cell 5 (hold and maintain) so that the strategies commonly used were product development and market penetration. SWOT Matrix showed that Departement of Industrial Engineering was in quadrant-I (growth oriented strategy) so that the appropriate strategy to use was market penetration, market development, and product development strategy. This research provides 15 alternative strategies for development Departement of Industrial Engineering Diponegoro University.

Keywords: *EFAS, IFAS, IE Matrix, formulationg strategies, higher education, SWOT analysis*