

ABSTRAK

Kemajuan teknologi dan informasi sangat berpengaruh besar terhadap keberlangsungan pendidikan di Indonesia terutama perguruan tinggi, kenapa demikian, dikarenakan semua orang dengan mudah dapat mengakses berbagai informasi di belahan dunia. Dengan begitu, teknologi yang semakin canggih membuat perguruan tinggi harus selalu melakukan perbaikan dan peningkatan kualitas baik dalam segi teknologi, kinerja, pelayanan, keahlian, ilmu pengetahuan, informasi, fasilitas serta kepuasan dari para *stakeholder* perguruan tinggi tersebut. Program Studi Teknik Industri Universitas Sangga YPKP Bandung saat ini sedang melakukan perbaikan secara berkelanjutan oleh karena itu penulis berinisiatif untuk membantu Prodi Teknik Industri (TI) dalam perbaikan kinerja dari segi kepuasan *stakeholder eksternal* Prodi TI yaitu (*stakeholder* mahasiswa TI, *stakeholder* perusahaan, *stakeholder* masyarakat dan *stakeholder* alumni TI).

Berdasarkan hasil penelitian yang telah dilakukan pada 12 *stakeholder eksternal* Prodi TI didapatkan hasil pengolahan data dengan menggunakan teori SRI dan metode *Analitycal Hierarchy Process (AHP)*. Bahwa pengelompokan *stakeholder* dengan teori tipologi yaitu *dormant stakeholder*, *discretionary stakeholder*, *demanding stakeholder*, *dominant stakeholder*, *dangerous stakeholder*, *dependent stakeholder* dan *delinitive stakholder* pada lembaga Stanford Research Institutedari (SRI).

Dengan tujuan memudahkan Prodi TI untuk lebih memahami dan mengerti terhadap kelompok *stakeholder* yang harus diperhatikan dan ditanggapi dengan segera, serta *intensi* yang diberikan oleh para *stakeholder* Prodi TI berupa pelayanan, waktu, biaya, proses belajar mengajar, fasilitas dan kompetensi dari mahasiswa Prodi TI. Dari hasil pengolahan data menggunakan AHP dengan kriteria mutu pembelajaran, waktu studi, biaya kuliah dan pelayan didapat hasil dari semua kriteria hirarki proses nilainya konsisiten, dikarenakan kurang dari 0,1. Suatu hirarki dapat dikatakan konsisten apabila CR tidak lebih dari 0,1 Dan dapat diketahui bahwa kriteria yang menjadi prioritas utama kinerja Prodi TI adalah kriteria mutu pembelajaran dengan bobot tertinggi yaitu sebesar 0,38 .

Kata Kunci: Prodi Teknik Industri (TI), *Stakeholder Eksternal*, *Analitycal Hierarchy Process (AHP)*, Stanford Research Institute (SRI).

Abstract

Advances in technology and information have a huge impact on the sustainability of education in Indonesia, especially universities, which is why everyone can easily access various information in the world. Thus, increasingly sophisticated technology makes universities must always make improvements and improvement of good quality in terms of technology, performance, service, expertise, science, information, and satisfaction from the *stakeholders* of the college. The Industrial Engineering Study Program of Sangga University YPKP Bandung saat is making continuous improvements therefore the authors took the initiative to assist the Industrial Engineering Program (IT) in improving performance in terms of the satisfaction of *external stakeholders* of IT Program namely (*IT student stakeholders, corporate stakeholders, community stakeholders and IT alumni stakeholders*).

Based on the results of research that has been conducted on 12 *external stakeholders* of the IT Department obtained the results of data processing using SRI theory and *Analytical Hierarchy Process (AHP) method*. That *grouping of stakeholders with typological theory is dormant stakeholder, discretionary stakeholder, demanding stakeholder, dominant stakeholder, dangerous stakeholder, dependent stakeholder and delinitive stakholder* at Stanford Research Institute Institutedari (SRI).

With the aim of making it easier for IT Program to better understand and understand stakeholder groups that *must* be considered and responded to immediately, as well as the intent provided by *the stakeholders* of IT Program in the form of services, time, cost, teaching learning process, *facilities and competencies* of IT students. From the results of data processing using AHP with the criteria of quality of learning, study time, tuition fees and servants obtained the results of all criteria hierarchy process value constisiten, because less than 0,1. A hierarchy can be said to be consistent if the CR is not more than 0.1 And it can be noted that the criteria that are the top priority of IT Study Department performance is the learning quality criteria with the highest weight of 0.38.

Keywords: **Industrial** Engineering Department (IT), *External Stakeholder, Analytical Hierarchy Process (AHP)*, Stanford Research Institute (SRI).