

## **ABSTRACT**

*The Tintapucino Company is a micro-business engaged in IT. Tintapucino company itself is engaged in making software such as applications, games, video creation services, website, and support maintenance. In the division of work in the company Tintapucino known to have the type of functional organizational structure. The division of work of the functional organization structure is based on the skill of the employees, it is known that the division based on the skill of the employees is less balanced because of the limited skill of the employees. The company is also known to have a slow response to the surrounding environment such as technological developments that make the work often unresolved on time. In a company to achieve the goals of the organization, it is necessary to design an organization that creates a formal organizational framework within which the work tasks are divided, grouped, and coordinated. Mismatch of organization design at company causing workmanship become not maximal. Looking at the problems and targets of the Tintapucino company above the need to analyze the proposed organizational design within the company Tintapucino.*

*The design of organizational design within the Tintapucino company includes 2 things: the proposed appropriate strategy using Miles & Snow strategy, and environmental aspect analysis. In the data collection is done by rating weighted ratings of internal and external factors using Borda method. Calculation of the rating value based on the existing condition and expectations of internal and external factors in the company. Strategy determination is considered from the result of factors obtained from the comparison between the existing condition and the company's expectations, Processing gap, and analysis of company environmental conditions.*

*From the result of the research, it is known that the appropriate strategy for tinapucino company is the strategy of analyzer, because the strategy is in accordance with the condition of the company that want to perform the efficiency and improvement on the human resources aspect, and the environmental condition which is included in simple unstable. The proposed organizational strategy at the Tintapucino company is a matrix strategy, since it is in accordance with the conditions that companies need to adapt to environmental changes.*

*Keywords: Organization design, Miles& Snow, environment, organization structure*