

ABSTRACT

CV. Sumapala is a micro-business engaged in the business of IT. Address at Center of Technology Building (GPT) Lt.3, Jl. Moh Toha No.77 Bandung, West Java, Indonesia. CV. Sumapala was established on August 28, 2015. IT Business undertaken by CV. Sumapala is software and hardware manufacturing services. Job distribution CV. Sumapala is still based on the skill of the employee who can do this causing unbalanced work of each employee because of the limited ability, consequently a lot of work that does not finish at the appointed time. CV. Sumapala itself has a target to develop SMEs into an IT company that can get a fixed income and can add new expert staff to work on other types of IT projects. Viewed from the targets and problems CV. Sumapala above it is necessary to do the analysis of the proposed design organization in the CV. Sumapala.

The design of the organization in CV. Sumapala consists of two things, namely the proposed appropriate strategy using the SWOT strategy and environmental aspects analysis. In the process of collecting data by using the ranking weighted ratings of both internal and external factors with Borda method. The calculation of the rating value based on the existing condition and corporate expectations both internal and external factors of the company. In the process of determining the appropriate strategies with the company obtained from the SWOT analysis, processing of gap values, and environmental aspects analysis.

From the results of research known that the strategy in accordance with CV. Sumapala is a SO strategy (power-opportunities) it is in accordance with CV. Sumapala because it has the power to exploit the existing opportunities, for analysis of aspects of its own environment CV. Sumapala is in a simple, unstable environment.

Proposed organizational structure for CV. Sumapala is an organizational structure matrix, because according to the needs of the CV. Sumapala that must adapt quickly to environmental changes.

Keywords: organization design, SWOT, environment, organizational structure.