

## **ABSTRACT**

*According to BAN-PT Regulation no. 4 Year 2017 on Accreditation Instrumentation Preparation Policy that the achievement of vision, mission and goals of college will affect the accreditation of the college. Vision and mission can be delivered well through the socialization of the vision and mission. Telkom University that has socialized its vision and mission to stakeholders (internal and external) through various socialization activities by expecting stakeholders to get a comprehensive understanding.*

*In conducting sosialisasi need evaluation of the program to determine the effectiveness of the socialization undertaken. Evaluation conducted is a measure of the effectiveness of socialization of the vision and mission. In doing the measurements do not have time consistently so as to affect the effectiveness of the measurement process. In addition, there is no follow-up process after the measurement process. Therefore, it needs improvement in the measurement process.*

*At this time Telkom University has applied the quality standard using international quality standard that is ISO 9001: 2008. However, in the produr the available activities have not been executed entirely and by the year 2018 applies ISO 9001: 2008 can not be used anymore then in process of measurement required continuous improvement. Implementation of quality management system that do continuous improvement at this time is ISO 9001: 2015. In this research is implementation of ISO 9001: 2015 at Telkom University to measure the effectiveness of vision and mission socialization and produce SOP design from result of gap analysis which have been made by considering risk based on Risk assessment then the draft has been improved using the apply improvement techniques at the sixth stage in the business process improvement method. Improvements have been made in addition to standard procedure standard in the form of SOP of Measurement of Socialization Effectiveness of Vision and Mission, supported by Joget Workflow's application in submitting survey report.*

***Keywords: Vision and Mission, Evaluation, ISO 9001: 2015, Business Process Improvement***