

ABSTRACT

College is a higher educational institution that has academic freedom to develop researches. Several foundations make assessment methods to measure the quality of college. One of the ranking institutions for college is Webometrics, which analyzes information science technology with 3 criterias namely visibility 50%, openness 10%, and excellence 40%. This study uses the AHP method to solve problems that have criterias and combines with SWOT analysis determining internal and external factors to produce strategic planning. The purpose of this study is to produce a strategic plan to identify the Institut Teknologi Telkom Purwokerto and Institut Teknologi Telkom Jakarta in improving the assessment of the Webometrics excellence criteria. The results showed that the ITTP had 60% Strengths, 11% Weaknesses, 15% Opportunities and 14% Threats with an alternative of Strengths, namely the existence of a writing culture for lecturers, students and staffs as the most important factor with a priority value of 39%. Other important factors sorted by priority level are the quality and credibility of college, assessment changes of Webometrics and lack of collaboration between lecturers. While the SWOT priority at ITTJ has 43% Strengths, 12% Weaknesses, 37% Opportunities and 8% Threats with an alternative Strengths, namely the existence of quarterly monitoring based on contract management as the most important factor with priority value of 21%. Another priority in increasing the value of excellence at ITTJ is Private college under the auspices of the Pendidikan Telkom foundation, the research culture is not evenly distributed and the competitor research culture is better.

Key Word : College, SWOT, AHP, Webometrics, Excellence