

ABSTRACT

The background of this research begins with the dynamic nature of society is faced with the development of technology, where today all want a fast and accurate needs. An organization is required to be able to keep up with these changes in order to develop the organization's effectiveness. The effectiveness of change is used as an evaluation of how development and impacts occur for the organization. Since 2017, the University of Ngudi Waluyo (UNW) Ungaran made changes by combining the three institutions, namely STIKES Ngudi Waluyo, AKBID Ngudi Waluyo and AKPER Ngudi Waluyo. Change is defined as a form of transformation from the present to the future with the goal of becoming a more effective organization. McKinsey's 7S is used to analyze how UNW makes changes effectively.

This study aims to determine the effectiveness of the organization to change using McKinsey 7S analysis. The method used is qualitative research with case study approach. Data collection techniques were conducted using observation, direct interview, documentation and literature study. Direct interviews were conducted with 18 informants, consisting of 17 informants from internal UNW and 1 external informant.

The results of the study revealed that the factors that change in UNW are the community's need for education, commitment and employee loyalty, human roles and skills, human resource potential development, organizational development and technological progress. Based on 7S McKinsey, also found changes that occur in each component of its S, in which each component still requires changes in achieving an effective organization. Changes in UNW also include the organization's metaphor as an engine, where the change is already effective.

Keywords: effective, change, high education, McKinsey's 7S analysis