

ABSTRAK

Unit Kegiatan Mahasiswa adalah lembaga kemahasiswaan tempat berhimpunnya para mahasiswa yang memiliki kesamaan minat, kegemaran, dan kreativitas. FMIPA UNSOED memiliki delapan UKM yaitu, Kerohanian Islam (Rohis), Penalaran Riset MIPA (PR MIPA), *Base of Science English Club* (Basic), *Information Technology Communication* (ITC), Olahraga MIPA (OR MIPA), Teater Receh, Mahasiswa MIPA Ramah Alam (Mamira), dan Persekutuan Mahasiswa Kristiani (PMK). Dalam penelitian ini, teori permainan digunakan untuk menganalisis persaingan ke delapan UKM dalam pemilihan strategi optimum perekrutan calon anggota dengan menggunakan lima macam strategi, yaitu strategi expo, strategi relasi, strategi internal, strategi prestasi dan strategi program kerja. Berdasarkan hasil analisis data dengan menggunakan perangkat lunak POM *for Windows* 4.0 diperoleh bahwa UKM Rohis memilih strategi Relasi dengan nilai permainan tertinggi 130, UKM PR MIPA memilih strategi prestasi dengan nilai permainan tertinggi 59, UKM Basic memilih strategi relasi dan internal dengan nilai permainan tertinggi 51, UKM ITC memilih strategi expo dengan nilai permainan tertinggi 35, UKM OR MIPA memilih strategi relasi dan prestasi dengan nilai permainan tertinggi 30, UKM Receh memilih strategi expo dengan nilai permainan tertinggi 22, UKM Mamira memilih strategi expo dengan nilai permainan tertinggi 8, sedangkan UKM PMK memilih strategi relasi dengan nilai permainan tertinggi 130.

Kata kunci : Teori Permainan, UKM, Strategi Optimum, Rekrutmen, POM *for Windows*.

ABSTRACT

Student Activity Unit is a student institution where students with the same interests, hobbies, and creativity. FMIPA UNSOED has eight student activity units namely Islamic Spirituality (Rohis), MIPA's Research Reasoning (PR MIPA), Base of Science English Club (BASIC), Information Technology Communication (ITC), MIPA's Sports (OR MIPA), Receh Theater, MIPA's student gracious natural (Mamira), and Christian Student Fellowship (PMK). In this research, game theory is used to analyze the competition between the student activity units to choosing the optimum strategy for recruiting prospective members by using software POM for Windows 4.0, it was obtained that UKM Rohis chose the relations strategy with the highest game value of 130, UKM PR MIPA chose the achievement strategy with the highest game value of 59, UKM Basic chose relations and internal strategy with the highest game value of 51, UKM ITC chose the expo strategy with the highest game value of 35, UKM OR MIPA chose relations and achievement strategy with the highest game value of 30, UKM Receh chose the expo strategy with the highest game value of 22, UKM Mamira chose the expo strategy with the highest game value of 8, while UKM PMK chose the relations strategy with the highest game value of 130.

Keywords: Game Theory, UKM, Optimum Strategy, Recruitment, POM for Windows.

