

PERFORMANCE IMPROVEMENT STRATEGIES RESEARCH AND COMMUNITY SERVICE (PPM) TOWARDS PTN BH YOGYAKARTA STATE UNIVERSITY

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ABSTRACT

Research and community service are UNY's barometers towards a research university and innovative entrepreneur university. Research and community service activities at UNY must be based on the master plan which becomes UNY's strategic plan and analyze the strengths, weaknesses, potentials and challenges (SWOT). The aims of this research are to: 1) analyze the research performance and lecturers' PPM during the last three years; and 2) determine the strategy for improving research performance and community service (PPM) towards PTN-BH Yogyakarta State University. This research method is a qualitative descriptive analysis through the stages of analysis of research performance evaluation and PPM LPPM Yogyakarta State University for the last three years (2018; 2019; and 2020), as well as determining a SWOT analysis for strategy or policy formulation to synergize research and PPM at UNY so that there is relevance, sustainability and sustainability. The results showed that the research performance of the UNY academic community was quite good and already had good enough readiness to go to PTN-BH.

Kata Kunci: *performance, research, PPM, PTN-BH, UNY*