

DEVELOPMENT OF BUSINESS MODELS AT PTN-BH UNIVERSITIES TO CREATE INCOME GENERATING

by Endang Mulyani, Ahmad Chafid Alwi, Nenden Susilowati , Nindya Nuriswati Laili , Supriyanto

ABSTRACT

Income generating is income obtained by universities as PTN-BH sourced from academic and non-academic businesses. This is a consequence of the change in the status of the university which was originally PTN BLU to PTN BH. . The government's program to spur universities to develop quickly is to provide decentralization to universities in determining the direction of progress and increasing independence through PTN-BH. The government's move is actually still a polemic in various universities. The change in status from PTN-BLU to PTN-BH is one of the steps taken by UNY in developing quality. Through PTN-BH, UNY can set policies independently, more independent financial management, and open or close study programs/faculties. From the operational side, PTN-BH is required to have the capacity and innovation in exploring funding sources outside the government. This research aims to develop the university's business model as PTNBH to get *income generating* at Yogyakarta State University. Methods that RnD uses in business. Quantitative data will be obtained from SWOT analysis and qualitative data will be obtained through FGD from informants consisting of PTNBH business directors and heads of business managers at PTS. The output of this research is a prototype of the PTNBH university business model and articles published in reputable national journals

Kata Kunci: *PTNBH, Income Generating, Model Bisnis*