

## HEXA-HELIX PILLAR ORIENTED BUSINESS MAPPING

**by Dr. Ratna Budiarti, M.Or., Prof. Dr. Margana M.Hum., M.A., Dr. Tri Hadi Karyono, S.Pd., M.Or, Dr. Joko Pamungkas, S.Pd., M.Pd, Muhammad Irvan Eva Salafi, S.Pd., M.Or, Anggita Ratih Puspaningtyas**

### ABSTRACT

Human Resources are the main resources whose services can be optimized in order to generate business opportunities. UNY has at least 1,233 lecturers and 787 staff as part of Human Resources, and approximately 140 of them have the title of Professor/Professor who are experts in their field. This is a potential that can be optimized as a form of business to increase income generation for universities. It doesn't just stop there, various forms of services and non-services provided by UNY can also be good business opportunities. Collaboration across disciplines and institutions marks a new chapter for UNY as a legal entity. The Hexa-Helix concept represents UNY's collaborative work with various parties. This concept bridges elements of government, academics, business bodies or actors, media, school communities, and the general public or community to jointly develop science-based innovation. This innovation does not just stop at prototypes, but also has market value and responds to the needs of society. The government plays the role of regulator, academics play the role of conceptualizers, business actors create added value, society prioritizes the principle of acceleration, and the media plays the role of supporting publications, promotions and market expansion. This joint work with its respective duties and functions emphasizes social ecology and sustainable principles. However, currently there is a need for a business mapping study that is oriented towards the hexa-helix pillars so that every business opportunity or potential that is owned can grow and develop optimally.

Kata Kunci: *business mapping, hexa-helix*