

STRATEGI PENGELOLAAN ASET UNTUK MENINGKATKAN EFISIENSI DAN OPTIMALISASI INCOME GENERATING UNIVERSITAS

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ABSTRACT

Asset management is a separate problem and challenge for modern universities, for example, the low efficiency of asset management due to the traditional mode of asset management. The research aims to identify asset data related to university asset management, in this case, Yogyakarta State University (UNY). These data are used to determine good and efficient asset management policies, in this case, to obtain Income Generating universities and efficient use of assets in teaching, scientific research, and community service. The intended efficiency aims to reduce maintenance and repair costs, while income generating aims to obtain income for the university in the framework of

This research method uses descriptive-comparative with a sequential mixed methods approach which aims to describe what is. The comparative-description method is used to compare asset data at UNY, then identify potential assets that can be empowered by inefficient asset maintenance and income-generating framework. Data collection is carried out by surveying the condition of university asset management, trying to find problems, and concluding some useful countermeasures, with the hope of providing specific references for the university asset management sector and increasing the efficiency of asset management and income generating for the university.

The research results are in the form of strategies for evaluating UNY assets, managing assets to increase the efficiency of use, and increasing the university's income-generating, improving financial performance and stakeholder satisfaction. The evaluation results show that the efficient use and identification of assets to become income-generating requires policies, strategic steps, and predictions of overall asset needs in line with the increasing quality of teaching, research, and community service activities. Several policy recommendations have been identified by considering the weaknesses and strengths of each resource owned by UNY.

Kata Kunci: University Asset Management, Asset Maintenance Efficiency, Income Generating