DEVELOPMENT MODEL OF COMPILATION STRATEGY TO INCREASE COMPETIVENESS OF DESIGN PRODUCT DEPARTMENT OF POLITECHNIC NEGERI SAMARINDA

Name : Dwi Cahyadi  
NRP : 2507202007

Co Supervisor : Dr. Ir. Sri Gunani Partiwi, MT

ABSTRACT

Department of Design Product of Politechnic Negeri Samarinda, is department which has graduated D3 (Diploma 3 ). The graduation students of Politechnic Negeri Samarinda are ready to work in Industrial of Design Product. Internal and Eksternal environmental dynamics growth such as changes of status from study program into department because of the rule of lecturer qualification, according to Undang – Undang No. 14 Tahun 2005, and the number of amount of lecturer have bachelor degree qualification made department of design product should be more concern to the environmental development.

The problem faced in this research is how to develop the new strategy model through strategy model development or the college from the research of Dyson (2004) and Saxe et all (2004a). The new strategy model will be implemented to arrange the strategy in department of design product. The aim of this research is to develop the new strategy model to increase the competiveness of department of design product of Politechnic Negeri Samarinda.

The Result of this research is to develop the new strategy model in the college, and implement it into arrangement of strategy in Department of Design Product. According into the result of implementation of strategy model which is result through applied model strategy are (1) Improving the amount of budget; (2) Conducting continuation promotion; (3) Conducting self evaluation system of department into accreditation process; (4) Proposing education scholarship for the lecturer to the government; (5) Conducting socialization to decrease the entry of new competitors; (6) perceiving the possibility of the new competitor.

Keyword : Development model strategy, Compilation Strategy, SWOT Analysis