

ABSTRAK

This research aims to make strategic recommendations to art and design faculties regarding commercial programs for additional funds for faculty facility development. This study employs the Mix Method for data collection, which includes interviews, questionnaires, and observation. The population in the questionnaire was bachelor students from the Faculty of Creative Industries represented by a sample of 150 students from the 2019 and 2020 batches. Interviews were conducted with one lecturer from each study program, five heads of expertise groups, six heads of study programs, and three Deans of the Faculty of Art and Design from Comparative Universities. The results of the interviews and questionnaires show that the object of research still has many deficiencies in terms of facility quality and variety, owing to a lack of incoming funds for the development and revitalization of related facilities. So, in order to design the best strategy, a strategy for raising more funds for faculty development is required. Observations are made on research objects and competitors in order to identify industry opportunities that will serve as the foundation for future strategy designs. Based on the observations, it was concluded that in order for the research object to receive additional funds, it is recommended to create a commercial program, which is a national/international training or certification in art and design with project-based characteristic

Kata kunci : Program Komersial, Pendanaan Perguruan Tinggi, Sertifikasi, Pengembangan Fakultas, Strategi Desain