



The 1ST UNICEB 2017

Garuda Plaza Hotel Medan, December 12th 2017



THE ACHIEVEMENT STRATEGIES OF HOTEL AND TOURISM ACADEMIC OF DARMA AGUNG

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ABSTRACT

Evaluation results indicate that many policies have yet to be met. The problems formulated in this paper are: How is the effectiveness of achievement strategy of APP-DA performance in 2016. The purpose of the research is to know the effectiveness of the applied strategy and to know the performance of APP-DA in 2016. The result is an input for the management in making strategic decision and adding references in the field of strategic management. Data were analyzed by descriptive technique and balanced scorecard technique. Data types include ordinal data and ratio data. Data and information comes from relevant APP-DA's references and documents. The strategy applied in the context of tridarma is not optimal. Achievement for the target of educational strategy, research, community service and cooperation are 98.67%, 37.71%, 83%; and 77%. Stakeholders / Customer perspectives show performance can not meet the standards; The Internal Governance Process Perspective shows the same thing as the customer's perspective; Some performance has been able to meet the standards when viewed from the perspective of learning and developing process and financial perspective. Some implications are research model can provide comprehensive information about the performance of universities; The same approach can be used in research on the effectiveness of college performance achievement strategies; Academy management is important to review achievement strategies annually in relation to annual workplans; The main emphasis in the development of research strategies will be to improve the achievement of the goals or performance of APP-DA; Evaluation with the balanced scorecard is very important in the evaluation of academic service performance

Keywords: Achievement, Hotel, Academic, Performance

