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THE STRATEGIESTO ACHIEVE DARMA AGUNGUNIVERSITY PERFORMANCE

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ABSTRACT

Policies that have not been fulfilled are relatively numerous. The problems formulated in this paper are : How is the effectiveness of Darma Agung University (UDA) performance achievement strategy in 2016. The objective of the research is to know the performance of UDA and the effectiveness of the strategy applied in 2016. The findings obtained are input for the management in making strategic decisions and add the reference in the field of the strategic planning process. Data were analyzed by descriptive technique and balanced scorecard technique. Data types include ordinal data and ratio data. Data and information comes from various UDA references and documents. The strategy applied in the context to college tridarma is not optimal yet. The average achievement target to educational strategy, research, community service, and management and cooperation are 98.08%, 40.91%, 91.15%, and 82.79%, respectively. Stakeholders / Customer perspectives show performance can not meet the standards; The Internal Governance Process Perspective shows the same things as the customer's perspective; Some performance perspectives of learning and developing process have been able to meet the standards; The financial perspective has not been able to meet the performance standards. Some suggestions to university management: The university management evaluates the performance of the tridarma and business aspects in a sustainable way; Review the strategies that were being implemented.

Keywords: *Achievement, Performance, Strategy*