

E-CATALOG DEVELOPMENT FOR INCREASING PROMOTION AND COMMERCIALIZATION IN ACADEMIC AND NON-ACADEMIC FIELDS

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ABSTRACT

After becoming a State University with Legal Entity (PTN-BH), UNY has to be creative in order to increase income (income generating). It is necessary to explore what potential UNY has, both academic and non-academic, so that it can be commercialized or sold as UNY's featured products, both goods and services. In addition, promotional activities are also absolutely necessary. Therefore, the objectives of this study are: (1) to identify and describe the products of the Planning and Cooperation Sector to then register their copyrights as a form of promotion and commercialization in the context of changing UNY to PTNBH; and (2) developing an E-catalog in the form of a flip book containing promotions for UNY's featured products as well as products from the Planning and Cooperation Sector whose copyrights have been registered.

This study is a development research, namely to produce promotional media in the form of flipbook-based e-catalogs. The steps in this study are; (1) needs analysis; (2) Identification of UNY's featured products; (3) Identification of featured products in the Planning and Cooperation Sector; (4) Registration of Intellectual Property Rights for Planning and Cooperation Sector products; (5) Preparation of e-catalog (flip book); (6) Validation process; (7) Product revision; and (8) Product dissemination.

This study can be concluded that: (1) The results of the identification of UNY's featured products that will be included in the e-catalog as a pilot project are 45 items, consisting of goods and services, while 10 items are identified in the Planning and Cooperation Sector products ; and (2) E-catalog based on flip book which contains promotions for UNY's featured products has been produced, but still does not accommodate all products produced by all units at UNY, besides that the results of the dissemination also still need to be monitored and evaluated.

Kata Kunci: *ecatalog, commercialization, promotion*