

TEACHING FACTORY PRODUCT INNOVATION STRATEGY BLUD VHS

by Mochamad Bruri Triyono, Bayu Rahmat Setiadi, Eka Ary Wibawa, Galeh Nur Indriatno Putra Pratama

ABSTRACT

The phenomenon of BLUD Vocational Schools shows a significant increasing trend, where almost every province encourages State Vocational Schools to upgrade their status to BLUD Vocational Schools. One of the main mainstays of SMK BLUD that can generate income is the sale of its teaching factory products to the public. This study aims to formulate a product innovation strategy for the teaching factory of SMK BLUD in order to have competitiveness in the market. This study uses a combination of qualitative and quantitative approaches (mix-method) with sequential explanatory type. The quantitative approach uses a cross-sectional survey to determine the empirical condition of the teaching factory product innovation of SMK BLUD. A qualitative approach is used to formulate a teaching factory product innovation strategy formulation. The research was carried out for 7 (seven) months in 5 (five) SMK BLUDs which were the research targets. Research data collection techniques using questionnaires, interviews, and FGD. Research respondents include school principals, BLUD managers, productive teachers, students, and education staff. Data analysis techniques used in this study are quantitative descriptive techniques and qualitative data analysis. The technique of validating qualitative data used in this research is triangulation technique, which includes triangulation of sources and methods. The result achieved is that the product innovation of each BLUD Vocational School is different according to the field of expertise and the program of expertise of the Vocational High School. There are similarities in the focus of innovation, namely product innovation, production process innovation, and packaging innovation. Some BLUD Vocational Schools already have their own brand or brand for teaching factory products.

Kata Kunci: *innovation, product, teaching factory, VHS, BLUD*