

The Role of Marketing in Securing Additional Sources of Funds for the University of Indonesia

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20184867&lokasi=lokal>

Abstrak

State appropriations for the University of Indonesia can no longer fulfil the institution's financial needs. The university should explore new financial resources and non monetary support from individuals, the business community, and the public in general. The marketing concept provides a disciplined approach in attracting the needed resources for the university. Data and relevant information are obtained from reference and reading materials on marketing for the non-profit organisation, higher education sector and funding efforts of various overseas universities. Primary data collection is gained through interviews with concerned parties. Research findings have shown that there is a significant gap between the amount of funds received by the University of Indonesia and the amount needed to finance its operational costs. Two potential sources of funds are from the consumer and the donor markets. To become a market-oriented institution, the university should first take into consideration the "reengineering" of the institution, which involves the redesigning of the institution's structure, culture, and process. Appointing another deputy rector in-charge of funds development and setting up educational and training programs on marketing should be the next step to becoming more responsive to the needs of the consumers and donors. Other recommendations include the university's need for product and market development as well as establish collaborative ties with the industry. In soliciting the support of the donor market, the university must also adopt a more recognised and systematic sequence of activities. This would include the identification of the university's funds development goals, classifying the donor market into groups, and keeping a complete and up-to-date profile on each donor.