

ABSTRACT

Indonesia is a developing country where the country's income still depends on the natural resources in it. This encourages the Indonesian government to advance the country by improving the quality of human resources in order to support economic growth based on knowledge base economy. The form of contribution to the country made by Telkom University in building resources and the economy is with its vision of becoming a research and entrepreneurial university and making commercialization policies through three directorates that downstream research, namely the PPM Directorate, SPIO and BTP Directorate as the end of downstream research. This is what makes the effectiveness of commercialization policies an important key to the success of Telkom University in achieving its vision of becoming a research and entrepreneurial university.

Entrepreneurial University itself is a form of how a university has a spirit of entrepreneurship which ultimately gives birth to innovations that will empower the university and its environment. Entrepreneurial University itself is not far from research commercialization because it is related to how research can be implemented and utilized in general. There are several kinds of research commercialization ecosystems in universities such as Science Techno Park, Technology Transfer Office, Business Incubator and so on.

The approach of this study is descriptive qualitative where primary data sources come from internal and external sources who know the commercialization process and ecosystem. And secondary data sources through the Telkom University Strategic Plan 2019-2023 and information through the Telkom University and Bandung Techno Park websites.

The result of this study is that there is an information new entity that has emerged, namely PT.BUT, which makes the role of the BTP Directorate as the end of downstream research unclear so that the role of BTP and PT. BUT is currently legally still running not optimally waiting for SOTK from YPT. In addition, it was found that the availability of human resources and budgets in commercialization policies was still lacking.

So that the overall analysis of the effectiveness of commercialization policies at Telkom University is classified as effective from the point of view of the commercialization policy objectives, namely becoming a Research and Entrepreneurial University. In terms of implementation based on 4 indicators, 2 are classified as effective but coordination between institutions after the existence of PT.BUT and the availability of resources related to human resources and budgets is still less effective.

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