

ABSTRACT

This research aims to analyze occupancy rate of classroom usage at Telkom University which will then affect on other aspects. This classrom optimization will give an impact on the management of space and time, scheduling, the operational of classrooms and marketing process of Telkom University by increasing number of new students. Method of data analysis used in this research is optimization theory analysis. The data gathered in this research is secondary data obtained from the collected data of Telkom University's class scheduling from newest data of first and second semester of 2016 and 2017. The results of this research concluded that classroom occupancy rate in Telkom University reached 47.10% and can be improved into 100% by optimizing methode. If the usage of existing classrooms are optimized with an optimal scheduling, the process of optimization will affect on the total of lectures, students, and the study subject that can be improved and will affect the number of total student capacity and the number of received student capacity which will lead to the improvement on university incomes.

Keyword : Optimization Theory, Occupancy rate.