ABSTRACT

Lecturers are the frontier of the higher education institution to develop and shape talents for industries; thereby, universities must possess competent and reputable lecturers. It also applies to a more prominent organization such as LLDIKTI, which oversees higher education quality, compliance with regulations, and alignment with the national education roadmap. LLDIKTI can benefit from mapping lecturers' talent in its jurisdiction area to recruit the best talents to empower communities and achieve regional de-velopment goals. While talent mapping is widely used in industries to op-timize employee development programs, it is rarely applied to lecturers. The current study aims to develop a talent mapping in the form of lecturer com-petencies for LLDIKTI 4th region. We collected secondary data from scien-tific literature digital indexes to develop talent labels using the LDA Mod-el. The criteria for determining the sample boundaries included universities under the jurisdiction of LLDIKTI Region IV that are accredited and offer Management Majors. The sample size was calculated using the Slovin for-mula, resulting in 64 universities. Our study identified competency labels: Marketing & Customer Experience, Digital & Technology Management, Dig-ital Marketing, Finance & Accounting, Interdisciplinary Management (Mar-keting & HR), Leadership & Organizational Behavior, HR & Talent Man-agement, and Business Performance & Strategy. These findings provide in-sights that LLDIKTI Region IV can utilize to enhance the quality of higher education.
Keyword**: **Competency, Reputation, Text Mining, Topic Model, LDA