

PROTEKSI ISI LAPORAN AKHIR PENELITIAN

Dilarang menyalin, menyimpan, memperbanyak sebagian atau seluruh isi laporan ini dalam bentuk apapun kecuali oleh peneliti dan pengelola administrasi penelitian

LAPORAN AKHIR PENELITIAN TAHUN TUNGGAL

ID Proposal: 59cfec11-10e1-41c9-8239-897b06af5096
Laporan Akhir Penelitian: tahun ke-2 dari 2 tahun

1. IDENTITAS PENELITIAN

A. JUDUL PENELITIAN

THE MANAGEMENT AND BRANDING OF VILLAGE TOURISM (A COMPARATIVE STUDY ON VILLAGE TOURISM BALI INDONESIA AND ANDARA PRADESH INDIA)

B. BIDANG, TEMA, TOPIK, DAN RUMPUN BIDANG ILMU

Bidang Fokus RIRN / Bidang Unggulan Perguruan Tinggi	Tema	Topik (jika ada)	Rumpun Bidang Ilmu
Sosial Humaniora, Seni Budaya, Pendidikan Penelitian Lapangan Luar Negeri	Ekonomi dan sumber daya manusia	Grand design kekayaan intelektual lokal, peninggalan sejarah, dan pelestariannya dalam mendukung karakter bangsa dan pariwisata yang berkesinambungan	Manajemen

C. KATEGORI, SKEMA, SBK, TARGET TKT DAN LAMA PENELITIAN

Kategori (Kompetitif Nasional/ Desentralisasi/ Penugasan)	Skema Penelitian	Strata (Dasar/ Terapan/ Pengembangan)	SBK (Dasar, Terapan, Pengembangan)	Target Akhir TKT	Lama Penelitian (Tahun)
Penelitian Kompetitif Nasional	Penelitian Dasar	SBK Riset Dasar	SBK Riset Dasar	3	2

2. IDENTITAS PENGUSUL

Nama, Peran	Perguruan Tinggi/ Institusi	Program Studi/ Bagian	Bidang Tugas	ID Sinta	H-Index
NI LUH PUTU AGUSTINI K Ketua Pengusul	Universitas Triatma Mulya	Manajemen		6013707	0
Dr. IDA KETUT KUSUMAWIJAYA S.E, M.M Anggota Pengusul 1	Sekolah Tinggi Ilmu Ekonomi Triatma Mulya	Manajemen	Berperan aktif dalam penyusunan proposal, pelaksanaan kegiatan penelitian, pelaporan dan publikasi	5974539	0

3. MITRA KERJASAMA PENELITIAN (JIKA ADA)

Pelaksanaan penelitian dapat melibatkan mitra kerjasama, yaitu mitra kerjasama dalam melaksanakan penelitian, mitra sebagai calon pengguna hasil penelitian, atau mitra investor

Mitra	Nama Mitra
Mitra Pelaksana Penelitian	Prof. Dr. Victor Babu Kapola

4. LUARAN DAN TARGET CAPAIAN

Luaran Wajib

Tahun Luaran	Jenis Luaran	Status target capaian (<i>accepted, published, terdaftar atau granted, atau status lainnya</i>)	Keterangan (<i>url dan nama jurnal, penerbit, url paten, keterangan sejenis lainnya</i>)
2	Publikasi Ilmiah Jurnal Internasional	accepted/published	International Journal Multidisciplinary Education Research (IJMER),), ISSN number: 2277-7881 Copernicus index with Impact Factor 5.818.

Luaran Tambahan

Tahun Luaran	Jenis Luaran	Status target capaian (<i>accepted, published, terdaftar atau granted, atau status lainnya</i>)	Keterangan (<i>url dan nama jurnal, penerbit, url paten, keterangan sejenis lainnya</i>)
2	Visiting Lecturer Internasional	sudah dilaksanakan	Plan in Toyo University Japan
2	Hak Cipta	granted	-

5. ANGGARAN

Rencana anggaran biaya penelitian mengacu pada PMK yang berlaku dengan besaran minimum dan maksimum sebagaimana diatur pada buku Panduan Penelitian dan Pengabdian kepada Masyarakat Edisi 12.

Total RAB 2 Tahun Rp. 158,800,000

Tahun 1 Total Rp. 0

Tahun 2 Total Rp. 158,800,000

Jenis Pembelanjaan	Item	Satuan	Vol.	Biaya Satuan	Total
Analisis Data	Biaya analisis sampel	Unit	1	1,000,000	1,000,000
Analisis Data	Biaya konsumsi rapat	OH	1	1,000,000	1,000,000
Analisis Data	Uang Harian	OH	4	225,000	900,000
Analisis Data	Penginapan	OH	4	400,000	1,600,000
Analisis Data	Transport Lokal	OK (kali)	5	200,000	1,000,000
Bahan	ATK	Paket	2	1,000,000	2,000,000
Bahan	Bahan Penelitian (Habis Pakai)	Unit	8	1,000,000	8,000,000
Pelaporan, Luaran Wajib, dan Luaran Tambahan	Biaya seminar nasional	Paket	1	5,000,000	5,000,000
Pelaporan, Luaran Wajib, dan Luaran Tambahan	Biaya seminar internasional	Paket	1	10,000,000	10,000,000

Jenis Pembelanjaan	Item	Satuan	Vol.	Biaya Satuan	Total
Pelaporan, Luaran Wajib, dan Luaran Tambahan	Biaya Publikasi artikel di Jurnal Nasional	Paket	1	1,000,000	1,000,000
Pelaporan, Luaran Wajib, dan Luaran Tambahan	Luaran KI (paten, hak cipta dll)	Paket	1	400,000	400,000
Pelaporan, Luaran Wajib, dan Luaran Tambahan	Biaya penyusunan buku termasuk book chapter	Paket	1	5,000,000	5,000,000
Pelaporan, Luaran Wajib, dan Luaran Tambahan	Publikasi artikel di Jurnal Internasional	Paket	2	12,500,000	25,000,000
Pengumpulan Data	HR Sekretariat/Administrasi Peneliti	OB	1	1,000,000	1,000,000
Pengumpulan Data	HR Pembantu Peneliti	OJ	2	1,000,000	2,000,000
Pengumpulan Data	Tiket	OK (kali)	2	18,700,000	37,400,000
Pengumpulan Data	HR Pembantu Lapangan	OH	2	1,000,000	2,000,000
Pengumpulan Data	FGD persiapan penelitian	Paket	4	1,000,000	4,000,000
Pengumpulan Data	HR Petugas Survei	OH/OR	10	200,000	2,000,000
Pengumpulan Data	Uang Harian	OH	20	600,000	12,000,000
Pengumpulan Data	Penginapan	OH	20	700,000	14,000,000
Pengumpulan Data	Transport	OK (kali)	30	250,000	7,500,000
Sewa Peralatan	Peralatan penelitian	Unit	1	5,000,000	5,000,000
Sewa Peralatan	Transport penelitian	OK (kali)	25	400,000	10,000,000

6. HASIL PENELITIAN

A. RINGKASAN: Tuliskan secara ringkas latar belakang penelitian, tujuan dan tahapan metode penelitian, luaran yang ditargetkan, serta uraian TKT penelitian.

This overseas collaboration research and international publication has conducted by collaboration between STIE Triatma Mulya Bali with the partners from Andhara University, Andhra Pradesh, India. The selected research objects are tourist village which have similar characteristics. Research were focused on aspects of management, and branding of tourist villages in both countries. This research is carried out in order to support the Indonesian government program, especially the ministry of tourism and creative economy on the development of community based tourism economy. The purpose of this research is to analyze the difference of management pattern, and branding of tourist villages in Bali Indonesia and Andhra Pradesh, India. TKT targeted for this research is level three (3). The tourist village research object in Bali are Penglipuran Tourism Village (Bangli Regency), Bedulu Tourism Village (Gianyar Regency), Belimbing Sari Tourism Village (Jembrana Regency) and Taman Sri Buana and Pinge Tourism Village (Tabanan Regency). These five tourist villages emphasize different aspects of the product. While in Andhara Pradesh India, the tourist villages to be studied consist of: Araku Valley and Borra Caves, Dwaraka Tirumala, Vijayawada, Amaravathi, Simhachalam, Kailasagiri Park, Annavara and two other Tourist Village which are very famous in branding Indian product are Kalamkari and Machilipatnam. Each of them also has different product and brand specifications. The

differences and uniqueness of the entire tourist village are challenging to be studied and analyzed. Implementation of collaborative research on eleven tourist villages was divided into two stages with two methods. Research on 1st phase focus on aspects of management; has been conducted with qualitative approach through observation, in-depth interview, and focus group discussion (FGD). Research in second stage was on branding aspect of village tourism. This stage are combination between the qualitative and quantitative research. Topic management aspect, has been conducted last year, and the paper has been published for this topic; in International Journal of Multidisciplinary Educational Research (ijmer.in) Volume 7 Issue 7 (2) July 2018. As well as the way of branding, are analyzing in this second year research stage. There are also some paper publish with this topic. They are two in International Journal of Interdisciplinary Current Advanced Research (IJICAR) / (ijicar.in) Volume 1 Issue 3, March 2019, and the second one publish in IJICAR Volume 1 Issue 6 June 2019. One abstract paper has been published on proceeding of The 3rd Bali International Tourism Conference (BITC), one full paper under process publication at Asean Ethnicity Journal, one paper accepted and will be presented on Conference on Culture and Technology (CCT) 2-4 December 2019. One book chapter accepted will be publish on Bunga Rampai Kebudayaan Teknologi dan Pariwisata by Prasetya Mulya Press. Bali Tourism Village and Andhara Pradesh Tourism Village of Management and Branding Model has been developed as the final result of this research. Both of the models will be relevant to applied in other similar country. Another aspect that should be focused of further research is the sustainability aspect of the tourist village. So that will provide a sustainable economic impact for the local community

B. KATA KUNCI: Tuliskan maksimal 5 kata kunci.

management, branding, village tourism model

Pengisian poin C sampai dengan poin H mengikuti template berikut dan tidak dibatasi jumlah kata atau halaman namun disarankan seringkas mungkin. Dilarang menghapus/memodifikasi template ataupun menghapus penjelasan di setiap poin.

C. HASIL PELAKSANAAN PENELITIAN: Tuliskan secara ringkas hasil pelaksanaan penelitian yang telah dicapai sesuai tahun pelaksanaan penelitian. Penyajian dapat berupa data, hasil analisis, dan capaian luaran (wajib dan atau tambahan). Seluruh hasil atau capaian yang dilaporkan harus berkaitan dengan tahapan pelaksanaan penelitian sebagaimana direncanakan pada proposal. Penyajian data dapat berupa gambar, tabel, grafik, dan sejenisnya, serta analisis didukung dengan sumber pustaka primer yang relevan dan terkini.

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This research is a comparative study carried out for two years with a focus on the aspects of tourism village management in the first year and the tourism village branding aspect in the second year. The first year of research was conducted qualitatively through interviews, focus group discussions, observations and document studies. The findings are that the concept and management of tourism villages in Bali Indonesia and in Andhra Pradesh are significant differences. This paper was published in the International Journal of Multidisciplinary Educational Research (ijmer.in) Volume 7 Issue 7 (2) July 2018. Another outcome of this research are 1) visiting faculty at Andhra University India, 2) becoming the keynote speaker at the 1st Triatma Mulya International Conference (TMIC) which involves four countries namely India, the Netherlands, Timor-Leste and Indonesia, 3) I have published, a book entitled "Village Tourism Management The Implementation and Impact" by Lambert Publishing Company Europe. The last one, I got an intellectual property rights (HAKI) of my book and was registered by the Ministry of Law and Human Rights Department. Based on the results of the presentation of achievements in the first year, RISTEKDIKTI graduated and granted this research project to be continued in the second year

Research in the second year; focus on the branding aspect of the tourist village. There are differences in the branding strategy of tourism villages in Bali, Indonesia and in Andhra Pradesh, India. This second phase of research was conducted qualitatively and quantitatively. There are several papers that were successfully published in the second year. The first paper entitled Digital Marketing Increase Competitive Advantage of Village Tourism in Bali Indonesia, was published in the international IJICAR Ethiopia (Copernicus, Thomson Reuters Index). The findings of this study are that digital marketing carried out by tourism villages in Bali increases the potential and competitiveness of tourist villages. The second paper has been published in proceeding on the 3rd Bali International Tourism Forum, presented on 26-27 September 2019, and the full paper is in the process of being reviewed for publication in the Asean Ethnicity Journal (with Scopus index). This study entitled "How Does Branding Strategies of Village Tourism Impact In Strengthen Image" With a qualitative approach, it was found that the branding strategy implemented in village tourism in Bali significantly strengthens the image / image of the Balinese tourist village. The quantitative approach was also carried out by distributing questionnaires to 162 respondents in order to analyze the brand from the perspective of brand equity (Kotler, 2013). With multiple linear regression, it was concluded that the tourism village brand equity consisting of brand awareness, brand meaning, brand response and brand relationship had a positive and significant impact on the strengthening of the tourism village image in Bali. This qualitative study results are strengthened by quantitative research. The third paper's topic is brand behavior of Manado's Woman. Brand in this topic is not for village tourism, but it is focus on the human behavior in brand perspective. This paper will publish journals (Sinta 2-3 index) on 1st National Conference on Social Economy Development (NAC-SED) on 22-24 November at Jember University. The fourth paper will be presented in the Conference on Culture Technology and Tourism, (CCT Prasetya Mulya University) on 3-4 December 2019. My paper status was "accepted", in the process review for publication in the International Journal of Hospitality and Tourism System (Scopus Index). This paper's title is "The Roles and Contribution Stakeholders in Village Tourism Branding Management. The qualitative approach was carried out through in depth interviews with 20 resource persons involved in the branding of tourist villages in Bali Indonesia and Andhra Pradesh India. The results of this study are creating a role model and stakeholder contribution in the management and branding of tourism village. The role and contribution of stakeholders in these two countries is almost the same. Branding is carried out to the strengthen image of the destination, carried out in strategic places and fully supported by the state. Primary and secondary stakeholders work together to strengthen the tourism village brand. This study also concluded that a tourist destination does not fully and completely utilize existing elements and symbols to improve each other's brands. Another output of this research is the pastiche with the title: Culture of Technology and Tourism are 1) Book chapter is published at Prasetya Mulya Press and will be distributed at the CCT conference December 3-4, 2019. 2) After the publication of this volume, this book chapter will be registered for intellectual property right (HAKI) at the Ministry of Law and Human Rights. 3) Another activity that strongly supports the performance of researchers

internationally is successfully becoming one of the keynote speakers at The 2nd Triatma Mulya International Conference involving research partners from several countries including India, Japan, the Netherlands, Timor Leste and Indonesia and successfully bringing researchers from 16 universities in Bali and Indonesia in general. The last output is 4) I was visited Andhra University, Andhra Business and School of Banking, International Management Institute (IMI) Campus New Delhi, Toyo University Japan, I did my visiting faculties to the Culture and Tourism department. The purpose of the visiting faculty was shared my experience in research and involved in tourism activities. They (my research partners) are understood how culture, art and life of local communities in the tourist villages in Bali can provide high benefits for tourism. The final target is the submission of intellectual property rights over the pastiche book chapter which will be published next month. Hope next year my two papers status's which are in progress for publishing in scopus indexed journal become accepted and published. So I got all the benefit of this grant.

D. STATUS LUARAN: Tuliskan jenis, identitas dan status ketercapaian setiap luaran wajib dan luaran tambahan (jika ada) yang dijanjikan. Jenis luaran dapat berupa publikasi, perolehan kekayaan intelektual, hasil pengujian atau luaran lainnya yang telah dijanjikan pada proposal. Uraian status luaran harus didukung dengan bukti kemajuan ketercapaian luaran sesuai dengan luaran yang dijanjikan. Lengkapi isian jenis luaran yang dijanjikan serta mengunggah bukti dokumen ketercapaian luaran wajib dan luaran tambahan melalui Simlitabmas.

Last year in the first phase the focus of this research was on the aspects of village tourism management. The achievements of this study include:

Tahun Luaran	Jenis Luaran	Status Target Capaian (accepted, published, terdaftar atau granted, atau status lainnya)	Keterangan (url dan nama jurnal, penerbit, url paten, keterangan sejenis lainnya)
2018	Publish paper in International Journal of Multidisciplinary Educational Research Volume 7 Issue 7 (2) July 2018	Published	Ijmer.in
2018	Invited speaker in scientific forum	Conducted	Andhra University India
2018	Keynote speaker in scientific forum	Conducted	Conducted in Triatma Mulya International Conference, 15 Agustus 2018
2018	Visiting lecture	Conducted	Andhra University India
2018	Publishing Book	Published	Lambert Publishing
2018	HAKI (Intellectual Property Right)	Granted	HAKI of Book
2018	Model	Applied	Applied on Village Tourism

The second research phase focuses on aspects of branding of village tourism. The achievements of this year's research include:

Mandatory Output

Tahun Luaran	Jenis Luaran	Status Target Capaian (accepted, published, terdaftar atau granted, atau status lainnya)	Keterangan (url dan nama jurnal, penerbit, url paten, keterangan sejenis lainnya)
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2019	International Journal of Interdisciplinary Current Advanced Research (IJICAR) Volume 1 Issue 3, March 2019.	Published Scopus index ID: C52D8F630582AA9F Index Copernicus: ICV-2019:58.75 Thomson Reuters ID: G-7152-2019	http://www.ijicar.in/PreviousIssues/volume1-issue3-2019/7.pdf
2019	International Journal of Interdisciplinary Current Advanced Research (IJICAR) Volume 1 Issue 6 June 2019	Published Scopus index ID: C52D8F630582AA9F Index Copernicus: ICV-2019:58.75 Thomson Reuters ID: G-7152-2019	http://www.ijicar.in/PreviousIssues/June2019
2019	Asia Pacific Journal of Innovation in Hospitality (APJIHT)	Process Review (Scopus Index)	https://www.springer.com/globalsciencejournals/asia-pacific+journal?SGWID=0-1770614-0-0-0
2019	1 st National Conference on Social Economy Development (NAC-SED)	Accepted, will publish on Journal Manajemen Strategi Bisnis dan Kewirausahaan, Index Sinta 2	http://fpjm.or.id/portfolio/matrik-jurnal-manajemen-strategi-bisnis-dan-kewirausahaan/
2019	Conference Culture and Technology and Tourism, Prasetya Mulya University 3-4 Desember 2019	Accepted, will be presented and published on International Journal of Hospitality and Tourism System (scopus index)	https://www.prasetyamulya.ac.id/ctt2019/schedule
2019	Book Chapter	On progress review	https://www.prasetyamulya.ac.id/ctt2019/schedule
2019	HAKI (Intellectual Property Right) of Book Chapter	Will process after published by Prasetya Mulya Press	HAKI
2018	Model	Applied	Applied on Village Tourism

Additional Output:

Tahun Luaran	Jenis Luaran	Status Target Capaian (accepted, published, terdaftar atau granted, atau status lainnya)	Keterangan (url dan nama jurnal, penerbit, url paten, keterangan sejenis lainnya)
2019	Proceeding The 3 rd Bali International Tourism Conference	Published	https://www.balitourism.or.id/wp-content/uploads/2019/09/The_3rd_BITC_2019.pdf

2019	Visiting faculty	28-29 Juni 2019	Andhra Bank School of Business Andhra University Andhra Pradesh India
2019	Visiting faculty	25 Juni 2019	International Management Institute, New Delhi, India
2019	Visiting faculty	17-20 October 2019	Department Culture and Tourism Toyo University, Japan
2019	Be a keynote speaker on international seminar	Triatma Mulya International Conference	15-16 August 2019

E. PERAN MITRA: Tuliskan realisasi kerjasama dan kontribusi Mitra baik *in-kind* maupun *in-cash* (untuk Penelitian Terapan, Penelitian Pengembangan, PTUPT, PPUPT serta KRUPPT). Bukti pendukung realisasi kerjasama dan realisasi kontribusi mitra dilaporkan sesuai dengan kondisi yang sebenarnya. Bukti dokumen realisasi kerjasama dengan Mitra diunggah melalui Simlitabmas.

Our research partner has contributed a lot in this research collaboration such as:

1. He work for Andhra University and manage Sucharitta Publisher and Press, so we got many benefit and experience in publishing paper or book.
2. He linked me with his partner from another university in India and in Japan, so I can meet them and conduct the visiting faculty to IMI Institute, Andhra Business and School Banking and Toyo University Japan.
3. Research topic is about village tourism, so he so easy involved to local people got the data and meet the local informants for interview and focus group discussion.

F. KENDALA PELAKSANAAN PENELITIAN: Tuliskan kesulitan atau hambatan yang dihadapi selama melakukan penelitian dan mencapai luaran yang dijanjikan, termasuk penjelasan jika pelaksanaan penelitian dan luaran penelitian tidak sesuai dengan yang direncanakan atau dijanjikan.

There are no barrier in conducted this research, actually I have got many experience in this collaboration research. I have got many publication experiences with many partners from abroad.

G. RENCANA TAHAPAN SELANJUTNYA: Tuliskan dan uraikan rencana penelitian di tahun berikutnya berdasarkan indikator luaran yang telah dicapai, rencana realisasi luaran wajib yang dijanjikan dan tambahan (jika ada) di tahun berikutnya serta *roadmap* penelitian keseluruhan. Pada bagian ini diperbolehkan untuk melengkapi penjelasan dari setiap tahapan dalam metoda yang akan direncanakan termasuk jadwal berkaitan dengan strategi untuk mencapai luaran seperti yang telah dijanjikan dalam proposal. Jika diperlukan, penjelasan dapat juga dilengkapi dengan gambar, tabel, diagram, serta pustaka yang relevan. Jika laporan kemajuan merupakan laporan pelaksanaan tahun terakhir, pada bagian ini dapat dituliskan rencana penyelesaian target yang belum tercapai.

Next publication is on progress is my plan for publish two paper in international journal which has scopus index, on Asia Pacific Journal of Innovation in Hospitality (APJIHT) and Accepted, will be presented and published on International Journal of Hospitality and Tourism System (scopus index).

On 22-23 November 2019, I have registered as an participant of national seminar in Jember University publish one paper and join Envivo qualitative analysis. My schedule for visiting faculty in Toyo University gave me new experience and will be continue for next collaboration research, student exchange and another academic activity.

My book chapter is in process review, in it is accepted by 3-4 Desember 2019, on CCT Conference, I will registered that book as one of my intellectual property right (HAKI).

Got this research grant has improved my research ability, expand my network and partner from many country. I hope next year, I can improve my publication also, so I will got my professor soon.

H. DAFTAR PUSTAKA: Penyusunan Daftar Pustaka berdasarkan sistem nomor sesuai dengan urutan pengutipan. Hanya pustaka yang disitasi pada laporan kemajuan yang dicantumkan dalam Daftar Pustaka.

1. Aaker. A, David. 1991. How brand Value is created as per Aaker's Brand Equity Model?
<https://www.marketing91.com/aaker-brand-equity-model/>
2. Gronroos, C. 1991. "Quality Comes to Service," in The Service Quality Handbook, Scheuing, E.E and Christopher, W.F. (Eds.). New York: American Management Association.
3. Keller K.L., Brexendorf T.O. (2019) Strategic Brand Management Process. In: Esch FR. (eds) Handbuch Markenführung. Springer Reference Wirtschaft. Springer Gabler, Wiesbaden.
4. Keller, Kevin Lane. 2013. Strategic Brand Management: Building, Measuring, and Managing Brand Equity" by © Pearson Education Limited 2013.
5. Kotler, Philip dan Gary Armstrong. 2005. Principles of Marketing. Edisi Kesembilan. New Jersey: PT Prenhalindo.
6. Kotler, Philip. 2016. Branding From Purpose to Beneficence. Marketing Journal.org. diakses 11 September 2019. <http://www.marketingjournal.org/brand-purpose-to-beneficence-philip-kotler/>

Daftar capaian Luaran Wajib belum diisi:

1. Publikasi Ilmiah Jurnal Internasional, target: accepted/published

Daftar capaian Luaran Tambahan belum diisi:

1. Visiting Lecturer Internasional, target: sudah dilaksanakan
2. Hak Cipta, target: granted