

ABSTRACT

The university is an organization that has a mission to educate the nation. The university is very important for regeneration, therefore it takes a good university so that generation is getting better over time. From existing data in field, the competitiveness of the existing universities in Indonesia is still losing. Based on the data there are only three universities in webometric who entered the 1000th rank of the world, if compared to same neighboring countries, Australia, Malaysia, Japan, even Singapore that ranked in 100th of the world. This research aims to analyze the factors cause the low competitiveness of universities and HR development strategy to achieve the vision and mission of the organization.

Empirical research model developed in this study using five focus research: Competitiveness, Management System, Empowering Alumni, The Corporate University, and The Human Resource Development Strategy. Research using primary data obtain directly from the result of the interview with vice cancelor and lecturer from university there are in the city of Semarang. The research method was use qualitative research approach case studies.

Summary in this study suggest that universities in Indonesia are still below than another countries. Quality, quantity of HR at the university of minimal makes difficult to develop HR through advance education or research. But both of these have an important role in developing the existing HR of the university. Therefore, need to improve the system of management at universities, universities in foreign countries already have a good management system, so that could be emulated in order to have qualified HR.

Keyword : Human resources development, human resources at the University.