

ABSTRACT

This study examines the commercialization strategy implemented by one of the Indonesian government research institutes Agency for the Assessment and Application of Technology (BPPT) as an effort to commercialize the results of technological innovation products to increase competitiveness towards national independence. This research explains how BPPT encourages the manufacture of product and service technology through of creating innovations by developing effective strategies to commercialize technology products, how the implementation of business processes and the incubation process products. This study used a qualitative method with case study approach.

This study using qualitative case study methodology with BPPT employees as sources involved in this research. The sources involved were a number of employees with related positions to the objectives of this research formula. Data were collected using in-depth interviews which were conducted directly to these sources.

This study found that BPPT launched a commercialization strategy by focusing on creating technology innovation products based on demand from the market that support industrial needs. In addition, it is found succeeded in marketing products because BPPT as an institution in the field of technology assessment and application already has users that match with institutional targets. Other findings also found that the business process consists of ten stages: research, technology disclosure, assessment, intellectual property protection, technology marketing, selecting the best partner, cooperation agreement, project management, payment and royalties, and re-invest, to achieve success. in business. Furthermore, in this study it is gain valuable new insights and perspectives that the commercialization of technology products from a research institution is more successful if it is also supported by well preparation, planned and measurable strategic plan, so that strategies in increasing the role of technology through innovation and technology services will be in line with the direction of national development.

Keywords: Technology commercialization, Product innovation, Product development, Business strategy, Qualitative approach