ABSTRACT

Telkom University plans to enter the QS world university rankings, and submited registration in 2017. One of the QS World Ranking parameters is the number of citation, QS used scopus data. Based on the top 20 data recap, the number of scopus indexed publications up to July 2017 Telkom University was ranked 20th with the number of scopus indexed publications of 797. It is still far behind compared with UI, ITB, and UGM which is a university that has been ranked QS.

Through this research, an analysis of the strategies that have been done to improve the number of citation. In addition, this research also explores information about the factors that influence the increase of number of citation which will serve as the basis in formulating alternative strategies to improve number of citation.

Methods of collecting data through unstructured and semi-structured interviews conducted to respondents. The respondents consist of lecturers and staff related to research and publication management at Telkom University. Data processing is done by concept mapping method using orange canvas application.

Based on this research, there are at least 4 alternative strategies to improve citation, that is, apply 13 strategies according to each factor. The second alternative divides the strategy into 4 groups, the external strategy, second strategies to improve the quality of research and publication, and the development of the academic network, facilities improvement strategies, and the leadership improvement strategies. The third alternative is to divide the strategy into 3 groups, first the external strategy, second, strategies to improve the quality of research and publication, and the development of the academic network, third strategies for improvement of facilities and leadership. The fourth alternative, dividing the strategy into 2 groups, the first is external strategy, and quality improvement of Resources, facilities, and leadership.

Key Words: Strategic Formulation; Concept Mapping; Citation Theory