

ABSTRACT

STUDY OF THE IMPACT OF UPJ'S CAMPUS AS A CENTER OF DEVELOPMENT ON THE AREA SURROUNDING UPJ

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This study aims to analyze and describe the impact generated by the Pembangunan Jaya University (UPJ) campus as the center point for the development of the surrounding area. The research method used is descriptive qualitative, which allows the researcher to gain an in-depth understanding of the phenomenon being studied. This research involved collecting data through participant observation, in-depth interviews with related parties, and analysis of data related to the development of the campus and the surrounding area. Various related parties involved in this research including students and the surrounding community. Data analysis was carried out by identifying and changing the existence of the UPJ campus to the surrounding area. The changes identified include increasing access to higher education for the surrounding community, increasing the local economy caused by the UPJ campus, improving infrastructure and public facilities around the campus, and developing human resources that occur in the area around the UPJ campus using activity support literature studies. and urban catalyst. Based on the results of research using the activity support and urban catalyst literature study approach, UPJ produces several facilities that meet the needs of students, such as boarding houses, laundry, cafes and grocery stores. Pembangunan Jaya University as a catalyst for the surrounding area can be a reference for the development of the surrounding area.

Keywords: *Campus impact, Pembangunan Jaya University, regional development center point, descriptive qualitative research method, activity support, urban catalyst*