

# **Matching Fund “Kedai Reka” 2022: Link and Match Support Model for Higher Education and Industry or Productive Communities in Indonesia**

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## **ABSTRACT**

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The condition of the absence or lack of synergy between the world of work and higher education (broken link) is a phenomenon that inhibits the accelerated progress of the nation. As is the case in Indonesia, this phenomenon needs to be responded to immediately with real and appropriate concrete efforts. One of the concrete and massive efforts developed and implemented by the Indonesian government starting at the end of 2020 is the "Kedaireka" Matching Fund program. "Kedaireka" is the latest solution in realizing the convenience of synergizing the contribution of higher education institutions with the commercialization of partners for the advancement of the Indonesian nation, which is in line with the vision of the Indonesian Ministry of Education and Culture's Independent Campus. The “Kedaireka” Matching Fund program is expected to be able to break the chain of disconnection of campus research results that should be developed and produced by industry. The "Kedaireka" program can reconnect campus relations with industry in realizing innovation. "Kedai Reka" can make the world of business and education go hand in hand. For this purpose, the "Kedaireka" platform was developed to bridge the industry's concrete needs and higher education innovation ideas. In addition, "Kedaireka" is also one of the foundations for the creation of freedom to learn – independent campus which creates autonomous, flexible and innovative learning. The Kedaireka Platform is an official platform from the Ministry of Education and Culture in Indonesia to build optimism between the industry which has various problems or needs to meet the higher education capability which has various solutions to these problems. As a contribution to the development of link and match literacy efforts that have been processed through the "Kedai Reka" program, the research problem is stated as follows: How is the implementation of "Kedaireka"?; What are the results and evaluations in the development of innovation in Indonesia?; How is the self-reflection of the implementers of the "Kedaireka" program from case studies at universities contextually?

**Keywords:** Matching Fund, Kedaireka, Link and Match.