

# STRATEGY FOR IMPROVING EDUCATION QUALITY IN SMP AL-ISLAM TENGGULUN SOLOKURO LAMONGAN

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This study aims to explore how the strategy to improve the quality of education in SMP AL-ISLAM Tenggulun Solokuro Lamongan. This study uses a qualitative approach to the type of descriptive research. This research uses interview, observation and documentation methods. The results of this study indicate that the quality of education in SMP AL-ISLAM Tenggulun Solokuro Lamongan in the academic field is realized with quality learning; supported by good and adequate learning facilities; adequate infrastructure. And the provision of superior classes for students who have more intelligence in the field of Tahfidz. At SMP AL-ISLAM Tenggulun Solokuro Lamongan, improving the quality of education uses the Total Quality Management strategy. The implementation of the Total Quality Management strategy is manifested in several education quality improvement programs. The education quality improvement program at SMP AL-ISLAM Tenggulun Solokuro Lamongan includes programs in the field of curriculum, programs in the field of student affairs, programs in the field of public relations, programs in the field of improving teacher quality.

**Keywords:** Strategy, Improvement, Quality of Education

## A. INTRODUCTION

Globalization is a global process in which individuals are not bound by the state or territorial boundaries. Every individual can be connected by anyone in this hemisphere and there is information and communication spreads through worldwide print and electronic media. Globalization has been caused by several factors such as the advance of science, the development of information technology, and international economic cooperation. Globalization also poses a positive and negative impact. The negative impacts are caused by globalization i.e. uncontrolled information, the emergence of western

attitude, individualism attitude, reduced solidarity attitude, and eroded nation culture.<sup>1</sup>

In the field of education, globalization has a great impact on educational change, both in system and curriculum. Globalization of education in Indonesia is also characterized by the ambivalence i.e. being confusion as it wants to catch up to meet international education quality, in fact Indonesia has been not ready to meet that quality yet. Indonesia must be able to balance between globalization with the state of the nation so that the ideals of Indonesia

1 Saifudin Azwar, 2015. "Metode Penelitian". Yogyakarta: Pustaka Pelajar, 74

which has been listed in the opening of the 1945 Constitution in the fourth alenia viz. to develop the nation's intellectual life will be achieved fit for all Indonesian's hope.<sup>2</sup>

One of the impacts caused by globalization is the progress in information technology field rapidly growing. It has been also deeply felt in education. Each learner will find it very easy to access inappropriate websites that can damage their character. Lately fraud is often happen, kidnapping and even murder, especially for children who are under age because they cannot take advantage of advances in information technology well. In this case, education has an important role in reducing the negative impact caused by advances in technology and information.<sup>3</sup>

Education is a very important aspect in building a generation capable to cope with the impact of globalization. Since education is a very important aspect, the government makes a program to improve education quality. The government program is listed in the national education system Act No. 20, 2000, article 11, and paragraph 1 mandates government and local governments to ensure the implementation of education quality for every citizen. Good education quality will be obtained largely for the next generation of the nation within a school.<sup>4</sup>

School as one institution or educational institution is a means of conducting learning service and education process. A school is not only used as a gathering place between teacher and learner, but a system that is very complex and dynamic.<sup>5</sup>

The school will function maximally if supported by a well-planned management system supported by qualified human resources (HR), appropriate infrastructure and funds/tuition fees. The implementation of standard rules and management systems in educational institutions of course is needed in efforts to maximize the school's potential so that quality education can be achieved. Quality education in the school can be reached through strategic management in improving education quality.

Manajemen strategis adalah suatu proses atau serangkaian kegiatan pengambilan keputusan yang fundamental dan komprehensif, yang menjadi terdekat dengan penentuan bagaimana mengimplementasikannya, dibuat oleh manajemen puncak, dan diimplementasikan oleh semua tingkatan dalam suatu organisasi, untuk mencapai tujuannya.<sup>6</sup>

Strategic management as an activity that must be done by top management with personnel continuously, and a cycle capable of taking decision to understand the relevance of organizational and enviromental needs.<sup>7</sup> In the present context, through strategic management, top management in an organization, especially educational organization, must be able to formulate and determine the appropriate organizational strategy so that the organization is not only able to maintain its existence but also tough to make adjustment and change which are necessary so that the organization's effectiveness and productivity can be more increase.

By using appropriate strategic management, the school will be able to

- 2 Syafruddin, 2017. *Manajemen Lembaga Pendidikan Islam*. Jakarta: Ciputat Press, 54
- 3 Salusu. 2014. "Pengambilan Keputusan Strategis Untuk Organisasi Public Dan Organisasi Non Profit". Jakarta: Rasindo, 36
- 4 Veithzal Rivai dan Sylviana Murni. 2012. "Educational Management Analisis Teori dan Praktek". Jakarta: Raja Grafindo Persada, 14
- 5 Syaiful Sagala, 2015, *Manajemen Strategik Dalam Peningkatan Mutu Pendidikan*. (Bandung: Alfabeta), 70.

- 6 Akdon, 2016, *Strategic Management For Educational Management (Manajemen Strategik Untuk Manajemen Pendidikan)*, (Bandung: Alfabeta), 9.
- 7 Ulfah Irani, Murniati dan Khairuddin, "Implementasi Manajemen Strategik Dalam Upaya Peningkatan Mutu Pendidikan Pada SMA 10 Fajar Harapan", *Jurnal Administrasi Pendidikan*, No. 4 (November 2014) : 59

realize the expected education quality otherwise if the school does not implement strategic management, it will not be able to achieve the goal in improving education quality. Thus, strategic management is very important that must be owned by an educational organization i.e. school.

One of the schools that has strategic management in improving education is SMP AL-ISLAM Tenggulun Solokuro Lamongan. This school has had boasted achievements and earned community trust. Those achievements are in terms of improving its education quality among in terms of qualified educator, output produced, adequate infrastructure, complete learning material, and so forth. To improve education quality, SMP AL-ISLAM Tenggulun Solokuro Lamongan also create a new strategy that is not owned by other schools. These strategies include an assistance called "Aku Pintar" provided to underprivileged but smart students, the superior programs viz. BCA and BCS to support students who are good at Social and Science and can be ensured to be easily to go college, beside the school also make a class called "Agama Tahfidz" which is special for creating students who are also good in both general education and Qur'an recitation. There are many other advantages owned by SMP AL-ISLAM Tenggulun Solokuro Lamongan in realizing qualified education.

## B. RESEARCH METHOD

The approach used in this study was descriptive qualitative research, an analysis that described state or phenomena with words or sentences, then separated by category to get conclusion.<sup>8</sup>

As described by Bagdan and Taylor, qualitative is a method used to analyze data

8 Suharsimi Arikunto, 2013, *Prosedur Penelitian Suatu Pendekatan Praktek*, (Jakarta: Rineka Cipta), 23.

by describing data through the form of words used to read and interpret data from words either oral or written from specific people and observed behavior.<sup>9</sup>

This study used descriptive which was directed to give phenomenon, fact, or incident sistematically and accurately about certain nature of population or region. This study was also qualitative that produced descriptive data in the form of written words or oral from people and behavior observed. In other words, this qualitative descriptive aimed to obtain clear and complete information related to "Strategic Management in Improving Education Quality in SMP AL-ISLAM Tenggulun Solokuro Lamongan".

## C. RESULT AND DISCUSSION

### 1. Education Quality in di SMP AL-ISLAM Tenggulun Solokuro Lamongan

In the context of education, the definition of quality refers to input, processe and output. An Educational result is considered qualified as if it able to realise excellence both in academic and non academic (extracurricular) for students who graduated from one education level or certain education program.<sup>10</sup>

Quality of SMP AL-ISLAM Tenggulun Solokuro Lamongan could be seen from its quality of student, teacher, infrastructure, service, and output result. The number of enthusiasts who would enter in SMP AL-ISLAM Tenggulun Solokuro Lamongan always increases from year to year. Initially, the school had lack of students but now have a lot of students rejected meant its education quality would be continuously enhanced. Many programs were added continously to improve the school's

9 Lexy J. Moleong, 2014, *Metodologi Penelitian Kualitatif*, (Bandung: RemajaRosdakarya), 3.

10 Sudarwan Danim. 2016. *Visi Baru Manajemen Sekolah; dari Unit Birokrasi ke Lembaga Akademik*. Jakarta: PT. Bumi Aksara, :53.

education quality started from improving academic quality by making excellent classes of BCA, BCS and Tahfidz to prepare the students for various Olympics, to ready them to enter public university without test as well as to create additional non-academic quality improvement program through extracurricular activities. Here was an explanation from the school principal about the number of students who has been always developed in every new school year: "The effort in making this school has always been a better and better school would have been done by the earlier principals. I also wanted this school to become school to have a better improvement. And now I am very happy because people gradually have started thinking that this school becomes better evidenced by the number of students who registered each year. In the past we have fewer students but now we have rejected many students who would register. Moreover, in every new academic year we have always opened early enrollment than other schools and close it before other schools close anyway. "

The educational staff Many teachers and education personnel in SMP AL-ISLAM Tenggulun Solokuro Lamongan have educational level of bachelor, even master and doctoral. Good education quality has been also accompanied by good performance as well. The students also feel comfortable during the learning process because the teacher could make students understanding the lesson. Based on students' explanation, they can receive the lesson taught by the teacher. This is a statement from students of SMP AL-ISLAM Tenggulun Solokuro Lamongan: "As I said earlier, our school has good learning facility, complete lab, and complete library. And we have felt much facilitated in learning. And the teacher is also good at delivering lessons. And every teacher must have a trick to get us to understand. For example, Mr. Taha likes to do guessing game when teaching so we do

not get bored during the lesson."

Facilities and infrastructures that exist in SMP AL-ISLAM Tenggulun Solokuro Lamongan also continued improvement to make the school become comfortable as a place for education. The facilities in SMP AL-ISLAM Tenggulun Solokuro Lamongan were equipped with principal room, teacher room, administration room, classroom, computer lab, science laboratory, language lab, school health unit room, library, cafeteria, volleyball court, basketball court, soccer field, secretariat, mosque, teacher parking, student parking, warehouse, cooperative, rest room, and ablution place. In addition to building and other supporting learning rooms, the things that students needed in learning are books. The books provided by SMP AL-ISLAM Tenggulun Solokuro Lamongan consisted of teacher handbook, student text, and other supporting books.

In SMP AL-ISLAM Tenggulun Solokuro Lamongan, there were also teams to improve education quality. The teams consist of quality control, learning, Olympic and KSM, tahfidzul team and Al-Qur'an matrix, BCA superior class, BCS superior class, and requisite worship proficiency. This was stated by one of the teachers in SMP AL-ISLAM Tenggulun Solokuro Lamongan: "There are teams in field of quality control, learning, Olympic and KSM, tahfidz and Al-Qur'an matrix, BCA class, BCS class, and requisite worship proficiency"

The quality of SMP AL-ISLAM Tenggulun Solokuro Lamongan service is also very good. The foster parent was satisfied as a consumer of SMP AL-ISLAM Tenggulun Solokuro Lamongan. The service for underprivileged foster parent was also very flexible, there was no element of coercion especially in the payment process. Here is a statement from the foster parent: "Yes, it's good. And I am also happy with its service because my neighbor's first child

also study in SMP AL-ISLAM Tenggulun Solokuro Lamongan when pay tuition have no money so that the school assisted by giving a longer period ”

The output produced by SMP AL-ISLAM Tenggulun Solokuro Lamongan is the students could be accepted in favorite public university for those who continue to college. For the students who did not continue to college, they could work by using their skill obtained during study in SMP AL-ISLAM Tenggulun Solokuro Lamongan. As one of the alumni of SMP AL-ISLAM Tenggulun Solokuro Lamongan:

## 2. Strategic Management in Improving Education Quality in SMP AL-ISLAM Tenggulun Solokuro Lamongan

One of the strategic management processes was the assessment of the organization's environment through organizational environmental analysis process. It included condition, situation, circumstance, event, and influence within and around organization that impacted on organizational life in the form of internal strength, internal weakness, external opportunity, and external challenge.<sup>11</sup>

Strategic management in improving education qquality in SMP AL-ISLAM Tenggulun Solokuro Lamongan began with an analysis of internal and external environment and then proceeded by making vision, mission, and goal. After the vision, the mission and goal were formed then choosed a strategy that will be used to improve its education quality. After choosing the strategy, then it was implemented through program and policy and evaluated next.

## D. CONCLUSION

Based on the study conducted by researcher in SMP AL-ISLAM Tenggulun Solokuro Lamongan, it can be concluded as follows:

1. The quality of SMP AL-ISLAM Tenggulun Solokuro Lamongan in the academic field was manifested by learning quality; supported by good and adequate learning facilities (Book, LCD, Projector, Whiteboard, Science Lab, Computer Lab, Language Lab); and adequate infrastructures. And the provision of excellent classes (BCA, BCS, Tahfidz) for students who have more intelligence in the field of Science, Social Studies, and Tahfidz while in the non academic field was facilitated with activities outside the extracurricular activities lesson consisted various fields i.e. Scout, Robotic, Drumband, Indonesian Red Cross Youth, Sport, Art, Entrepreneurship, Majelis Taklim, Arabic Club, English Club, Keputrian, Paskibraka (Flag Hoisting Troop , Journalist, KIR (Youth Scientific Group), and Tahfidz. The school success in improving the quality of academic and non academic education is evidenced by several championships (champion of female double badminton in provincial level, champion of MTQ and Drumband in Residency Kediri, and Champion of Sport Run in district level).
2. Strategic management on quality improvement in SMP AL-ISLAM Tenggulun Solokuro Lamongan based Total Quality Management (TQM). The implementation of TQM in improving the education quality in SMP AL-ISLAM Tenggulun Solokuro Lamongan was divided into several programs: (a) curriculum program, (b) student program, (c) public relation program, (d) faith and counsciousness (taqwa) program, and (d) teacher improvement

11 Akdon,” *Strategic Management For Education Management* ”, 111

program. In addition, it can be found also such team in SMP AL-ISLAM Tenggulun Solokuro Lamongan in order to improve school quality i.e. (a) quality control team, (b) teaching team, (c) olympic team and KSM, (d) Tahfidzul and Al-Qur'an matrix Team, (e) BCA class team, (f) BCS class team, and (g) SKI (school organization for deepening and strengthening the teaching of Islam).

*Strategic Untuk Organisasi Public Dan Organisasi Non Profit*". Jakarta: Rasindo  
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