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Student Planning in Improving the Quality of Education

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ABSTRACT   *Published Online: 30 July 2021

This research is motivated by the phenomenon of private elementary schools that have academic and non-academic achievements beating public elementary schools. This achievement is the positive impact of student management carried out starting from student planning, student organization, participant management and student supervision. Management is carried out using the national curriculum and local curriculum in student development activities.

The researcher used a qualitative method with a phenomenological approach in a multi-site study design. Data collection techniques used were in-depth interviews, participant observation, and documentation. Data analysis used single site data analysis and cross site analysis. The checking of the validity of the data is done by triangulation between sources, triangulation between methods, triangulation between times, member checks and analysis of negative cases.

The conclusion of this study is that student planning in improving the quality of education can be done by setting criteria for prospective students, identifying and analyzing information on prospective students, determining alternative student plans, supervising the implementation of student planning, making agreements with parents of related students parenting style at home.

Keywords:
Student Planning,
Education

INTRODUCTION

Educational institutions in Indonesia have many different forms and varieties. Both from the teaching and learning process, students, and the education system that has their own characteristics. Educational institutions are very diverse, even the family is the simple form of educational institution. Despite the fact that the teaching material provided at the family level is an unwritten curriculum. The vision and mission is also very simple, that only wants the children to grow and develop so that they become pious children who are devoted to their parents and benefit the community.

The term management is adapted from the terms industry and business. According to Terry, "*management can be identified as a distinct process consisting of fundamental functions of planning, organizing, actuating, and controlling*" (Terry, Principles of Management, 1960).

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According to the above understanding, management is defined as a distinct process consisting of the basic functions of planning, organizing, mobilizing, and controlling. Ramayulis in his book mentions that the essence of management is an arrangement which in Arabic is called al-tadbîr. (Ramayulis, Science of Islamic Education, 2008).

Improving the quality of madrasah, improving work, and madrasah participation can be increased through management implementation (Sagala, 2009). Students receive training, education, and go through the learning process at educational institutions to develop their potential so that they can become a maturation process of students.

The process of self-development of students is influenced by two factors, the first factors that come from internal learners themselves such as emotions, age, and maturity of learners. Furthermore, the second factor is the externalities of students, namely parents and the environment. A good relationship between educational institutions and parents of students needs to be created by positioning them as partners. (Sukardi, 2014).

Educational institutions or institutions, ranging from playgroups, Raudhatul Athfal (RA), madrasah to universities have artificial properties. The existence of

educational institutions is a necessity to help the role of the family in terms of education. The role of educational institutions in Indonesia indirectly helps the role and responsibility of families in developing the character of students. The characters or values that are instilled include the values of holiness as a human innate factor. (Jalaluddin & Abdullah, 2013).

The development and growth of Islamic educational institutions is closely related to the development of Muslim life itself. (Ramayulis, *Ilmu Pendidikan Islam*, 2008). This development certainly has a great influence on the development of the education system, starting from the time of the Prophet until today. Langgulung explained that educational institutions are a system of rules that consist of codes, norms, ideologies and are mujarrad whether written or not. This system of regulations is formed intentionally or unintentionally by certain groups in achieving common goals. (Langgulung, 1988)

The development and growth in Islamic educational institutions is influenced by the management system implemented at the institution. Good or bad management management actually affects the quality of education there. No matter how good the input or management is, if the management process is not taken seriously, it can have an adverse impact on the output and quality of education.

The measure of the quality of education in educational institutions is not only on student learning outcomes but rather on the planning and implementation process of education. This is because learning outcomes are only limited to a description of the quality of students, while the quality of students themselves is influenced by many things including raw input, instrument input, environmental input or the quality of the implementation process. (Kartaningsih, 2004).

The scope of educational management that researcher consider important is students. Students are managed optimally through the recruitment process, the learning process until the students have completed the stages in education (graduated) or decided to move from school (mutation). This effort is carried out as a form of service for educational institutions to students, so that the process of educational activities can run well. (Ramayulis & Mulyadi, Manajemen dan Kepemimpinan dalam Islam, 2017)

Student management is the management carried out by educational institutions for students when they are declared accepted by the school until they graduate. This management focuses on all activities that intersect with students (Imron, 2015). This opinion was reaffirmed by Prihatin that the entire administrative process at the time of acceptance of students also refers to the management of students. In fact, this activity continues until the students are declared graduated. (Prihatin, 2014)

Student management has the same function as management in industry. This function is derived from the management function of George R. Terry, has 4 stages,

namely Planning, Organizing, Actuating, and Controlling. Terry said that "the entity of management can be identified as a distinct process consisting of the fundamental functions of planning, organizing, actuating, and controlling" (Terry, Principles of Management 3th, 1960).

Planning in this context is the stage of planning and acceptance of students. This activity begins by estimating prospective students, formulating goals, compiling an activity program for accepting prospective students, making a schedule of activities, and designing financing during the activity process. (Imron, 2015). The student admission process has an operational policy which regulates how the registration process is carried out, observations of prospective students as well as an initial mapping of students' talents and interests. Organizing is an advanced stage of the planning that has been made. (Prihatin, 2014) At this stage, students follow an orientation period conducted by educational institutions, which then group students into each study group. The purpose of the orientation is to prepare the conditions for new students to face the physical and social environment at school. While the purpose of grouping students is, so that the process of learning activities in schools can be carried out optimally.

The high public interest in enrolling their children in educational institutions is one indicator of the success of student management, especially in the pattern of socialization and recruitment of prospective students. Recruitment is part of student acceptance. Students can be accepted at the school, after meeting the requirements that have been set. Then the committee made a selection or in several educational institutions was replaced with observations of prospective students. According to Imron's research results, the selection of prospective students is done by giving certain tasks. If prospective students can complete it, it will be declared accepted, and vice versa. (Imron, 2015)

METHOD

The research method used by researcher in this study is qualitative research. Researcher used this type of qualitative research because the situation that occurs in the field is a natural event and what it is. (Nasution, 2003). This study chose the setting of natural situations and conditions because the events that the researcher has studied contain the ultimate truth and these phenomena occur naturally in their original scope (Slamy, 2001).

Phenomenology as a research approach refers to Dhavamony's theory which says that objective truth can be found through delaying the assessment of the subject being studied until the time it will be answered by the phenomenon. (Dhavamony, 1995)

Creswell in his book mentions that phenomenological studies describe the meaning for some individuals about their life experiences of a concept or phenomenon (Cresswell, 2007). Researcher interpret the phenomenological approach according to Creswell as a

research approach that describes the meaning of experience for several people regarding a phenomenon. This research was conducted at the Islamic Elementary School of Nahdlatul Ulama Sekaran Kediri, Elementary School Plus Rahmat Kediri City, and Islamic Elementary School Al Azhaar Kedungwaru Tulungagung.

Sources of data in this study include all elements of the school, community, and documentation owned by the school. The key sources of information in this study were the Principal, Deputy Principal, New Student Admission Committee, Class Homeroom, and all components involved in the student management process.

Referring to Arikunto, researchers used 3 sources of data, namely people, place and paper. (Arikunto, Research Procedures A Practical Approach, 2006). Data collection carried out by researchers is in-depth interviews, participant observation, and documentation studies. (Arikunto, Research Procedures: A Practical Approach, 2006). The research design used in this dissertation is multi-site.

Researcher used interactive data analysis with plots, reducing the data that researcher had dug up from sources in the form of interview recordings, observations, and documentation studies. After the data obtained are reduced, the researcher then presents the data in written form and finally the researcher concludes the results of the study. (Miles & Huberman, 1994). Checking the validity of the data is done by triangulation of data which includes triangulation between sources, triangulation between methods, and triangulation between times. (Sugiyono, 2007)

RESULT

Planning of students in improving the quality of education at Islamic Elementary School of Nahdlatul Ulama Sekaran is by holding meetings with foundations related to student planning, including: student quotas, formation of committees, implementation schedules, costs of implementing PPDB[1]. Make long-term plans to build trust with the community through *istighosah*[2] activities along with teachers, committees, foundations and the community around every *selapan*[3] days once. Avoid friction and competition with other elementary schools in conducting socialization and recruitment of prospective students. PPDB promotions are carried out more to parents of students and improvements to school quality and services. Using the school's brand image built through the foundation's leadership figure. Involve all teachers and employees in the implementation of PPDB. Conduct tests and interviews with prospective students with reading, writing, arithmetic, memorizing short letters, reciting Al-Qur'an and fingerprint

analysis and providing guidance to parents of prospective students when prospective students take tests and interviews.

Planning for students to improve the quality of education at Elementary School Plus Rahmat held a meeting with the foundation and all levels of the school. Then each level forms its own committee and coordinates with a centralized committee. The plan is made by the principal and then discussed in a foundation meeting, conducting socialization involving all educators and education staff by installing WhatsApp status about PPDB, utilizing the brand image that has been built as one of the advantages in socialization activities. Prospective students go through the observation stage to determine the initial abilities of prospective students. Accept all students who meet administrative requirements with a planned quota limit, make agreements with parents of students regarding parenting patterns while at home.

Planning of students in improving the quality of education at Islamic Elementary School of Al Azhaar uses the concept of tiered curriculum planning from kindergarten to high school, using a typical sustainable curriculum. The PPDB committee is arranged in coordination with the foundation with all levels and each level has its own coordinator and committee. More forms of promotion and socialization through the use of information technology, maximizing the role of parents of students, alumni and the community directly with the Javanese system "*getok tular*"[4].

Having the belief that Allah sends students to register because of a good brand image factor, not using billboards, banners and banners in promotions, to avoid hostility/unhealthy competition with fellow educational institutions. Long-term student planning with regular Majlis activities. Providing full scholarships to underprivileged, underprivileged and orphaned students, making Islamic boarding schools the basis for students, the PPDB registration system is carried out online and offline.

Observations were carried out 2 times if at the time of the first observation there were prospective students who had deficiencies in their calistung they could repeat in the second observation, the observation material was reading, writing, counting, yanbu'a (Al-Qur'an), tahfidz, English, drawing and coloring. IQ tests, Observations are carried out in collaboration with qualified independent institutions, PPDB accepts all applicants with a record of passing the administration of prospective students and the quota is still there, including children with special needs. Make an agreement regarding the parenting style of students at home.

The similarity is that student planning is carried out in coordination with foundations to discuss student quotas, PPDB implementation, student recruitment patterns, and PPDB socialization patterns. Planning is carried out in the long term and short term, utilizing the alumni network,

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[1] New Student Admission
[2] Prayer to ask Allah SWT for help
[3] Javanese term for a count of 35 days

[4] Conveying information directly from one to another person without going through an intermediary

parents of students and the brand image of the institution. The foundation has the task of being a supervisor and advisor for PPDB activities. Accompany every planning effort with prayer. Avoid unfair competition. Observing prospective students and accepting all students based on quotas.

DISCUSSION

Cross-site analysis shows that improving the quality of education can be achieved if planning for students begins with (1) determining the criteria for prospective students, (2) determining alternative plans in student planning, (3) deciding what plans will be made, (4) identifying prospective students, (5) analyzing information on prospective students, (6) supervising the implementation of student planning, (7) making agreements with parents of students regarding parenting patterns while at home and (8) accompanying every effort planning with prayer and leaving the results entirely to Allah.

Acceptance of school/madrasah students is carried out in an objective, transparent, and accountable manner as stated in the school/madrasah rules, in accordance with the capacity of the (elementary school / madrasah). Prospective SD/MI students are at least 6 (six) years old. Exceptions to the age of students who are less than 6 (six) years are made on the basis of written recommendations from competent parties, such as school/madrasah counselors and psychologists (Permendiknas, 2007). Determination of student criteria at Elementary School Plus Rahmat is carried out jointly between the foundation and the school in the PPDB planning meeting. Then the school identifies prospective students according to the needs and ability of the institution to accommodate students.

According to Terry, problem identification must be carried out clearly by taking into account current conditions, so that complete information is obtained in planning. Then the data obtained is analyzed and classified according to need. (Terry, Principles of Management 3th, 1960) The identification of prospective students at Elementary School Plus Rahmat is carried out by school psychologists who are members of the PPDB committee. This identification is carried out in the form of observations of prospective students. This observation is carried out to map the students' initial abilities. Observations made based on the findings have a similar observation function, namely to determine the initial abilities of students which will be used for class division. Observation materials are quite diverse in each research location, including calistung, English, Al-Qur'an memorization tests, reading Arabic script, psychological tests and others.

Juran said that in addition to identifying customers (prospective students), discovering the customer needs was also carried out in planning. Some of the activities needed to find effective customer needs include identifying a list of customer needs, analyzing and prioritizing customer needs,

and translating customer needs into part of planning (Juran & Godfrey, 1998). In this regard, the observation of prospective students is the initial step of identification to find the needs of prospective students as well as measuring the ability of the school to accommodate new students, the readiness of facilities and infrastructure as well as human resources owned.

Observations were made at Islamic Elementary School of Al Azhaar for prospective students with reading, writing, arithmetic, yanbu'a (Al-Qur'an), tahfiz, english, drawing and coloring materials, and IQ tests. Observations are carried out in collaboration with a qualified independent psychological institution. This observation aims to determine the initial abilities of students which will then determine the appropriate learning styles and classes for students.

Furthermore, in determining these criteria, estimates are also made regarding educational planning for the next one year. Principals are asked to make presentations to foundations regarding student planning regarding PPDB financing and screening models for prospective students, are there any innovations related to PPDB activities. Innovation in every activity carried out is a way to improve quality (Quality Improvement). Juran says that quality improvement is organized beneficial change; achieving unprecedented levels of performance (Juran & Godfrey, 1998).

In addition, the principal also prepares a plan for student activities for the next 1 year complete with a time schedule. The approved plan must be accompanied by a detailed implementation time of the activities. Details of the planned actions to be carried out, by whom, and when are included in the proper order to achieve the intended objectives (Terry, Principles of Management, 1960).

The initial planning of students at Elementary School Plus Rahmat also regulates the implementation time of student admissions, observation time and re-registration time. The activities carried out are planned using the time sequence that has been agreed in a meeting with the PPDB committee. The preparation of this time schedule is carried out with the aim that the implementation of this student planning can achieve the expected goals.

A good planner must have a backup plan. Usually there are several alternative plans that must be carried out to achieve the goal. Various possibilities for achieving the objectives are developed in this step. One's intelligence and creativity are needed to make alternative plans. (Terry, Principles of Management, 1960). The alternative plan that researcher found in the planning of students is the existence of long-term and short-term planning. Short-term planning in the three locations has similarities, namely by doing student planning every year. As for the long-term planning that is done to continue to attract prospective students is to improve services and make improvements to schools so as to improve the quality of education. Another alternative

plan chosen to attract prospective students is to establish communication with stakeholders, utilize alumni networks, parents of students and use the brand image of the institution that has been built.

The head of Islamic Elementary School of Al Azhaar communicates with the principal of Kindergarten schools around the Islamic Elementary School of Al Azhaar area and establishes communication with community leaders. The brand image is also continuously built by holding family gatherings under the name Majlas every month with the guardians of students with the aim of conveying information related to teaching and learning activities as well as information related to the school update program. LPI Al Azhaar also built Islamic boarding schools specifically for students studying at LPI Al Azhaar. This Islamic boarding school is an asset and cadre land. The goal is that the graduates of this Islamic boarding school will later become one of the school's public relations media.

The stage after planning in detail and preparing alternative plans, the next stage is to decide which plan will be executed. The decision to choose the plan to be implemented is made at the PPDB preparation meeting. The findings at the research location related to the selection of plans to be implemented were related to the selection of the PPDB socialization model and the student recruitment model. This includes deciding who is involved in PPDB activities. Islamic Elementary School of Al Azhaar during PPDB activities never made banners or billboards that were installed on the highway, but made use of the alumni network and parents of students. This is one of the options in the PPDB socialization model.

Terry said that it is necessary to analyze the information that has been collected. The results of the analysis will find a causal relationship, and the data found related to planning will be evaluated. Information related to the same data is classified, so that the same data will be combined. (Terry, Principles of Management, 1960). The analysis carried out on prospective students is by looking at the results of observations that have been made. The results of this analysis are then classified according to their respective categories. This classification is the basis for dividing students into study groups. Islamic Elementary School of Nahdlatul Ulama Sekaran after making observations then grouping students who have poor ability in reading the Qur'an or less in their calistung separately to get special attention from their homeroom teacher. In addition, from the results of observations of prospective students, equalization is carried out so that each class will produce heterogeneous results.

The progress of the agreed plan is checked. The success of the plan is measured by the results obtained. Therefore provisions for adequate follow-up in determining the suitability of plans and results should be included in planning. (Terry, Principles of Management 3th, 1960). Planned students who have agreed to be examined.

Supervision is carried out by the principal or foundation in the implementation of student planning. This supervision is carried out in two ways, namely by being directly involved in activities and by listening to reports on the progress of the implementation of the PPDB plan during joint meetings. The PPDB 2018/2019 Coordinator for Elementary School Plus Rahmat reports every PPDB development to the school principal. Then the principal reports to the foundation. The things reported include the number of students who have registered, reporting on observation activities of prospective students and written accountability reports for PPDB activities.

After the prospective students are accepted, the next step is to make an agreement with the parents of the students regarding the parenting style of the child while at home. Parents of students in this case are education customers, so they need to be involved in the education process. Parents are external customers of educational institutions. Making an agreement with parents means making the customer a partner in education. Involving educational customers as partners is one of the marketing strategies developed by Kotler and Keller, namely Partner Relationship Management (PRM). It aims to maintain strategic relationships between institutions and partners (Kotler & Keller, 2012).

An example is when a student has been declared accepted, Elementary School Plus Rahmat conducts directions to the parents of students, and makes an agreement. This agreement contains parenting cooperation for children that must be carried out by parents, when students are accepted, including monitoring and assisting the process of worship and children's learning at home; monitor the development of children's learning outcomes; using gadgets for a maximum of 1 hour and TV for a maximum of 2 hours; obliged to participate in parenting activities organized by the school; participate and support in every school program. If in the future there are indications of children with special needs from students who have been observed by the school, the school expects good cooperation for child intervention.

The researcher also found that the planning carried out was always accompanied by prayer and completely surrendered the results to Allah. An example is the istighosah which is carried out routinely by Islamic Elementary School of Nahdlatul Ulama Sekaran every Sunday *Pon*[5] and Saturday *Wage*[6]. The purpose of the implementation of this istighosah is to balance between outward effort and spiritual effort in guarding the success of planning. The surrender of the full results of this plan is a form of faith, tu'minu bi Allah (belief in Allah). This is the transcendence concept of prophetic social science developed by Kuntowijoyo. (Kuntowijoyo, 2001).

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[5] The name of the day in the Javanese calendar
[6] The name of the day in the Javanese calendar

CONCLUSION

Planning of students in improving the quality of education in the three research locations was carried out by setting criteria for prospective students, identifying and analyzing information on prospective students, determining alternative plans and supervising the implementation of student plans. The three research locations also perform prayer together in different forms as a form of surrendering the results of the full plan to Allah or prophetic transcendence. Islamic Elementary School of Al Azhaar and Elementary School Plus Rahmat made an agreement with parents of students regarding parenting patterns while at home. This planning step strengthened George Terry's planning function. Terry said that planning begins by clarifying the problem in order to obtain complete information, analyzing and classifying information, building a planning premise, determining alternative plans, selecting the proposed plan, making a time schedule and checking the progress of the proposed plan.

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