

Transformation Of Islamic Education System In Improving School Competitiveness In Mts Khoirul Kasbi Paldas Village

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Abstract:

Islamic education is an integral part of Muslim society which is the foundation for developing future generations. In an era of globalization and increasingly fierce competition, the challenge of improving school competitiveness is a major concern. This study aims to explore the transformation of the Islamic education system as a strategy to improve school competitiveness. This study used qualitative data. The results showed that the transformation of the Islamic education system involved several key aspects. First, curriculum renewal emphasizing on academic excellence and Islamic character, ensuring the relevance and quality of education. Second, the use of educational technology to improve the efficiency and effectiveness of learning, following global trends in education. Third, the development of pedagogical skills and teacher professionalism through continuous training and self-development programs.

Keywords: Transformation; Competitiveness

Introduction

Education is the most important side to ensure the resilience of a country. Education is a vehicle for preparing the quality of human resources because a person's education level greatly affects the level of education of a country. The achievement of a country is considered largely determined by its achievements in improving and refreshing the school area, as one of the indicators of the progress of a country, where the country has great human resources and is able to compete, becoming a more specific individual who advances in the field of training. It is not surprising that schools are areas of conflict in today's culture, because educational organizations are the future kitchen of society and the state.

If Islamic educational institutions are able to respond to the rhythm of change – through intelligent and creative innovation – then the chances of survival will be very large. On the contrary, if Islamic educational institutions are unable or slow in responding to the dynamics of change, then sooner or later Islamic educational institutions will be left behind and automatically abandoned by society. Organizations (educational institutions) today face very rapid changes, such as political, economic, technological, social, business, and others. In the context of organizations (educational institutions) that are constantly changing, it is possible that current knowledge that can be used to solve current organizational problems will become obsolete or even become problems in the future. Such changes require that organizational management be done in new ways so that organizational goals are

more effective in a changing environment.

Competition between educational institutions is so fierce that school principals must be prepared for the difficulties that exist. Serious difficulties today are more attractive, for example, competing with new, more intensive and more qualified instructive foundations. To overcome these difficulties, school administrators as pioneers of education must develop excellence and cannot be effectively imitated by competing schools (Wijaya, David, 2016). Thus, schools must improve the quality of education so that schools can face such fierce competition because the advantages possessed by schools are very important and also useful. Excellence in an educational institution or school is a benefit that includes learners, framework, school climate, teachers, educational plans, learning steps, environmental content projects and self-development. According to Djoyonegoro in Muhaimin, the characteristics of excellent schools are: (1) having advantages over other schools; (2) have a very complete infrastructure; (3) better learning framework and longer review time; (4) the selection of applicants is highly selective; and (5) obtain extraordinary premiums from the local area as evidenced by the number of registrants exceeding the class limit (Muhaimin, 2009).

To excel more than other schools, it is not only a procedure but a balance with a good teaching administration arrangement for the teaching administration, especially the students. Students here are clients of learning administration, so the administration provided must be very helpful, especially allowances that suit the needs of students at school. Strategy is an activity that is organized with the aim of achieving progress in the organization. Technique also results in outstanding and important positions acquired through a series of exercises. Engineering setup requires an experienced cycle, primarily with the examination of the situation, self-assessment, and investigation of competitors, and in addition to evaluation, the objectives of the association are determined (Jonah, Endy, 2016).

Of course, Porter's competitive strategy is needed because there is more and more competition between schools, be it private schools, Islamic schools, business colleges, government-funded schools, self-taught schools, and various types. Schools compete for clients for instructive administration. Therefore, these school development experts need to convince teaching administration clients that the school they supervise has attendance, teaching administration is provided according to their needs, so that this type of teaching administration can be felt by teaching administration clients. Porter's strategy theory used for systems states that organizations and firms can achieve excellence by relying on critical resources that have advantages, especially administrative costs, separation, and concentration. The system of cost authority provides a share of goods or administration at a lower cost than that offered by competitors. This technique can provide better benefits than expected because it allows organizations to lower costs and beat their competitors but at the same time gain an advantage (Purwasi, Coba; Nurcholis, Lutfi, 2015).

Porter's differentiation strategy refers to the value of goods and attractive administration (Purwasi, Try; Nurcholis, Lutfi, 2015). In supervising administrative separation, creative elements are needed, for example, first, offering assistance expected by clients. Second, administrative organizations can better recruit and prepare individuals to carry out their administration. Third, administrative organizations can separate image through image and brand (Fatihudin, Didin; Firmansyah, Anang, 2019).

As stated by David Wijaya, the separation system must be possible in two ways, namely: (1) Institutional strengthening (illustration) has differences with schools competing to be positive separation springs. (2) Guarantee payment of construction and school administrative costs (Wijaya, David, 2016). Focus techniques can be applied if the marketing venue has diverse needs, and can also be used in the school sector in improving the quality of education. Researchers found that in increasing competitiveness, MTs Khoirul Kasbi uses Porter's competitive strategy from the cost leadership strategy by reducing education costs and providing discounts for parents who cannot afford it, giving no-charges for orphans, and also discount if another family attends MTs Khoirul Kasbi. The differentiation or innovation strategy has been carried out with the latest program, namely the Quran memorization program which must be followed by all students at MTs Khoirul Kasbi. This program has been implemented for students. In addition, based on initial observations in the field, researchers found several uniqueness of educational marketing strategies in increasing school competitiveness in MTs Khoirul Kasbi.

Based on the research that has been done in this study, it is certainly in accordance with several studies that have been done by previous researchers, but in this study it certainly has differences with previous research, such as research that has been done by several researchers as follows:

Research conducted by Wheni Mastna Nurrakhim, on Management of Education Marketing Strategies to Increase Competitiveness in Mit Nurul Amal Parang Magetan (Case Study in Michael Porter's Generic Strategic Management Perspective) located in Mit Nurul Amal Parang Magetan. The purpose of this study is to provide an overview of three strategies used by Generic Porter carried out in Mit Nurul Amal Parang Magetan school. The method used in this research is a qualitative approach with the type of case study and ethnographic research. Data collection in this study used in-depth interviews, observation and documentation. Data analysis techniques include data reduction, data presentation, and verification or conclusion drawing.

The result of the research on this thesis is that Mit Nurul Amal Parang Magetan is an organization that can provide low costs, so that people are interested in sending their children to Mit Nurul Amal Parang Magetan school. In addition, this school continues to improve the quality of both teaching staff and the quality of education so that it is able to produce quality graduates. This increase continues to be carried out consistently so that the number of students continues to increase. Human Resources is the most important focus in school progress because the quality of human resources in schools will experience high selling points.

The similarity with the research above is the focus on competitive strategies used by Generic Porter in increasing school competitiveness. With this strategy, the school continues to experience an increase in the number of students. While the difference in the research above is to focus on marketing strategy management using Michael Porter's Generic strategy, while the author focuses on Porter's Generic competitive strategy in increasing competitiveness and wants to examine the impact and inhibiting and supporting factors in implementing Generic strategies .

The research was conducted by Eka Octavia Ningsi. Implementation of Porter's Competitive Strategy at SMP IT Ar-Ridho Palembang. which was carried out at SMP IT Ar Ridho Palembang aims to maximize the results of the application of Porter's competitive techniques. However, the differentiation technique has not been

implemented, so there must be improvements so that it is of quality and also has the character of the school. The method used is field research using a qualitative approach. From the results of the writing it can be drawn that the application of the competitive strategy used by Porter has been carried out in accordance with the theory. The school has created a new innovation program that can give excellence to the school.

The difference lies in the research above, which focuses on maximizing the implementation of Porter's generic strategy carried out at SMP IT Ar Ridho Palembang, while the author focuses on competitive strategies that have been implemented using Porter's strategy at MTs Khoirul Kasbi school. While the equation discusses the strategy used by Generic Porter to be able to create a more qualified school so that it can compete with other schools.

According to Dewa Made and Dwi Kamayuda in their journal, the school is a supporter of aggressive environmental techniques in schools that greatly affect the atmosphere outside the school. The purpose of this study is to develop a competitive strategy plan in increasing the number of new students in private schools in Salatiga. The research design is research & development and in this research is limited to the product design stage which results in planning the school's competitive strategy in increasing the number of students. Research instruments for data collection are observation, interviews, FGDs and document studies. Data analysis uses SWOT analysis to analyze internal and external factors such as strengths, weaknesses, opportunities and threats of schools in determining the right competitive strategy for schools. The result of this research is to continue to optimize existing programs in the school and continue to provide training to teaching staff in order to provide more abilities to teachers so as to provide selling points for the school. The difference lies in this study which only focused on the implementation of the school's competitive strategy in increasing the number of new students in one of Salatiga's private schools, while the author focused on the competitive strategy and the influence and inhibiting factors as well as supporters when using Porter's. Generic strategies in increasing competitiveness. While the similarity with the above research is that both discuss the use of Porter's generic strategy in increasing competitiveness.

Research Methods

The method used in this research is field research which is a form of research that aims to reveal the meaning given by community members to their behavior and the reality that surrounds it. Field research methods are used when survey or experimental methods are considered impractical, or when the field of research is still very broad. Qualitative research is rooted in the natural setting as a whole, relying on humans as a research tool, utilizing qualitative methods and inductive data analysis. directing the purpose of research to efforts to find theories from the basics. It is descriptive, more concerned with the process than the results and limits the focus of the study. (Moleong, Lexy J, 2013) So this form of research is descriptive research, which is research conducted to determine the value of independent or more variables (independent) without making comparisons or linking between one variable and another. (Sugiono, 2002)

This research was conducted at Mts Khoirul Kasbi Paldas Village using data collection techniques namely observation, interviews and documentation. This method is used to obtain data related to the focus of research.

Results And Discussion

1. Challenges of Educational Competition Faced by MTs Khoirul Kasbi

Based on the data obtained, the challenge comes from the aspect of educator standards and education from the aspect of human resources (HR). MTs Khoirul Kasbi continues to strive to produce students who are appropriate and relevant to the demands of the times, and are able to compete with non-pesantren graduates. To produce students who are able to compete and be relevant to the demands of the times, qualified and proficient teachers are needed in their fields. MTs Khoirul Kasbi's challenge in terms of graduation standards is to form students who are moral and able to be useful in society. Useful here means not being a burden and garbage for the community. Santri who are able to be empowered to become strong leaders and professionals in their fields. In the standard process, learning using the sorogan model has not been effectively applied to students and still uses the bandongan model.

Moreover, in terms of content standards, MTs Khoirul Kasbi's challenge in terms of content standards was finding the right format for integration between the formal school curriculum and the primary school curriculum, and that doesn't seem to have worked well to date. In the aspect of management standards, the challenge faced in the management aspect is the ineffectiveness of the scientific council formed to handle the field of education and learning at mts khoirul kasbi. These challenges are actually factors driving change or factors causing change. Some sources of renewal according to Drucker as quoted by Sudarwan Danim are as follows:

- a. Unforeseen conditions
- b. Improprieties arise
- c. Emerging innovations are based on needs in the process
- d. Changes in industry structure or market structure
- e. Demographic factors
- f. Changes in perception, atmosphere, and meaning
- g. New knowledge (Sudarwan Danim, 2006)

According to Kreitner and Kinicki, they see that the need for change is influenced by two factors: external forces and internal forces. (Robert Kreitner and Angelo Kinicki, 2001)

a. External Forces

External forces that support global influence cause organizations to think of core and business processes with the names of the products and services produced. The external factors include:

1) Demographic characteristics (demographic characteristics)

Demographic elements include age, education, skill level, gender, migration and others. Today there is a trend of an increasingly diverse workforce, and there are important businesses that can manage diversity effectively. Therefore, organizations need to manage diversity effectively if they want to get maximum contribution and commitment from their employees.

2) Technological progress (technological advancement)

Both manufacturing and service organizations are increasingly using technology as a tool to increase productivity and market competitiveness. There is now an increase in manufacturing automation and office automation. Robots and computers are widely used in manufacturing. Those who fall behind in technology will find it difficult to compete. The development and use of information technology is perhaps the greatest force for change. All organizations, whether large or small, private as well as non-profit and non-profit organizations must use information technology.

3) Social and political pressure (social and political pressure)

Social and political pressures can grow from war, there are values that must be maintained. Nor the typology of leadership. Sometimes powerful entrepreneurs can channel pressure through the legislature. While it is difficult for organizations to predict changes in political power, many organizations employ lobbyists and consultants to help detect and respond to social and political problems.

b. Inner strength

Internal strength comes from within the organization. These strengths may be more benign, such as low job satisfaction, or in the form of signals such as low productivity and conflict. Internal forces for change come from the following:

1) Human resource problems/ prospects (problems/ prospects)

This problem can arise due to workers' perceptions of how they are treated at work and the congruence between the needs and wants of individuals and organizations. Worker dissatisfaction occurs due to unmet needs and job dissatisfaction.

2) Managerial Behavior/ decision (managerial behavior/ decision)

Conflict between managers and their subordinates is a sign that change is needed. Both managers and workers may need interpersonal training, or only two people need to be separated. The power to change can stem from conflict, poor leadership, unfair reward systems, and the need for structural reorganization.

2. MTS Khoirul Kasbi's Islamic Education System Strategy in Facing Challenges

Based on the observations made by researchers that the strategy used by Mts Khoirul Kasbi is the Generic Porter strategy applied at the time of admission of new students. The implementation of Porter's Generic strategy has been implemented for the last 3 years to date. One of Generic Porter's strategies is to keep education costs down. In this case, it can be seen from the interview results that MTs Khoirul Kasbi has implemented Porter's Generic Strategy starting from such a low cost and also excellent programs that have been implemented, but there are still shortcomings in it. For this reason, schools still need the concept of competitive strategies that can be applied in improving school quality in order to be able to compete with other schools.

The purpose of this Generic Porter strategy is so that MTs Khoirul Kasbi School can win the competition with other schools. Schools should emphasize good competitive strategies in improving school competitiveness, so that human

resources in schools can act appropriately in facing competition. If an institution or school wants to increase its business in the face of fierce competition, it must have a business concept that is a cheap product.

MTs Khoirul Kasbi promoted the school by making banners that were distributed to several villages to attract people outside the village. In addition, the school also distributed brochures and pamphlets containing excellent programs at Mts Khoirul Kasbi. This is in accordance with the results of observations made by researchers at Mts Khoirul Kasbi that it is true that Mts Khoirul Kasbi made brochures, banners and pamphlets that were distributed to the public. In addition, to complete the research results from the interviews, researchers include the results of supporting documentation to complete the information needs of this researcher data.

Table 1. List of Document Checklists

No	Document	Available	None
1	Media Promotion Banner Brochure	√ √	
2	Websites	√	
3	Activity Photo	√	

The results of interviews and observations that have been explained, it can be concluded that the school continues to socialize to the community so that many are interested in sending their children to MTs Khoirul Kasbi. Mts Khoirul Kasbi School aims to promote by putting up banners and also distributing brochures both in Paldas Village and in neighboring villages. This was done to get to know Mts Khoirul Kasbi School better. The following will explain Porter's Generic strategy which will be outlined, analyzed and interpreted one by one as follows.

1. Comprehensive Cost Strategy

The overall strategy carried out by each school demands that it can provide cheap prices or education costs and be able to beat existing competitors. In this case, MTs Khoirul Kasbi provides very cheap fees and even provides free education fees every month. Thus the community can send their children to school. So that the people of Paldas Village no longer have children who do not continue to the next level after they finish their education in elementary school.

Based on the results of the study, it is known that MTs Khoirul Kasbi has implemented this Generic Porter strategy because seeing very tight competition, our school provides very low tuition fee waivers at the time of admission of new students besides that the school also waives monthly education fees, this is done as one of the promotions to attract public interest so that they can send their children to MTs Khoirul Kasbi. This is also done by looking at the economy of people in Paldas village who want to send their children to school but cannot afford to pay tuition fees. With the low costs

provided by MTs Khoirul Kasbi, the community is able to send their children to school.

The results of the research that have been conducted show that it is known how principals, teachers and education personnel apply the Generic Porter strategy in increasing school competitiveness in MTs Khoirul Kasbi. The principal implemented that by providing a very cheap tuition fee waiver at the time of admission of new students besides that we also waived monthly tuition fees, this was done as a promotion to attract public interest, so that they could send their students. son to MTs Khoirul Kasbi. This is also done by looking at the economy of people in Paldas village who want to send their children to school but cannot afford to pay tuition fees. With the low costs provided by our MTs, it is affordable for people to send their children to school.

The teacher's description of the implementation of the Generic Porter strategy at Mts Khoirul Kasbi has been implemented for the last three years includes several points such as providing low fees to people who want to send their children to MTs Khoirul Kasbi besides that we also waive monthly tuition fees, this effort is made to attract public interest to send their children to MTs Khoirul Kasbi School and the implementation of the School's flagship program.

2. Focus Strategy

The results of research on Porter's Generic Strategy from the focus strategy show that MTs Khoirul Kasbi has implemented excellent programs such as the Qur'an Tahfiz Program, Mastery of Social Sciences and Mastery of Computer / IT. In addition, there are also recitations that are carried out at night after Isha prayers until after Isya'.

The flagship program at MTs Khorul Kasbi will start the learning process at school, all students are required to carry out religious activities, namely reading yasin from Monday to Saturday and this activity is routinely carried out. In addition, we also have a program called tahfiz Qur'an which will each be completed from MTs Khoirul Kasbi, students are required to memorize at least 1 juz besides that there is also a program to master social sciences and master computers. And there are also extracurricular activities such as paskibra, evening recitation, muhadharah.

3. Differentiation Strategy

Porter's Generic Strategy at Mts Khorul Kasbi is implemented in several main sectors of the School's flagship program, this is evidenced by most of them leading to differentiation strategies that characterize the School's differentiators and uniqueness such as fee reduction, free monthly tuition, school programs, to promotions carried out by the school. Thus, MTs Khoirul Kasbi has indirectly helped people who have weak economies.

School excellence programs that can be used as a differentiator from other schools are:

- a. Read surah Yasin before starting the learning process

The recitation of this surah yasin requires all MTs Khoirul Kasbi students. This activity is carried out every day before the lesson begins. This is done to instill character education in schools.

- b. Tahfiz Qur'an Activities

In addition to muhadhoro activities which are religious activities, Khoirul Kasbi School also has other religious activities, namely Tafhiz Qur'an activities. The Qur'an tahfiz activity or the process of memorizing at least 1 juz at MTs Khoirul Kasbi is routinely carried out every week precisely on Thursday afternoon. Apart from being a requirement to be able to participate in the School's "Free of Charge" School program, the purpose of this activity is to facilitate students by equipping them with knowledge about the Qur'an as capital to enter the community.

A differentiation strategy is an institution that seeks to increase customer loyalty through placing its products or services in a unique way or differentiating them from other competitors. From the uniqueness offered, differentiation can be made in the form of works, such as differentiation in the innovation of the Qur'an tahfidz program and the Yasin surah reading program before starting the learning process.

Conclusion

Based on the results of research and discussion, it can be concluded that the transformation of the Islamic education system plays an important role in increasing the competitiveness of schools in today's global era. By focusing on relevant curriculum, technology utilization, teacher professional development, as well as strategic partnerships, Islamic schools can become the center of quality education that are able to compete globally. The results of this research are expected to provide valuable contributions to the improvement of the Islamic education system and motivate related parties to continue to innovate in improving the quality of education.

The strategy used by MTs Khoirul Kasbi in transforming the education system in increasing school competitiveness is to apply Porter's competitive strategy concept, namely: Cost leadership strategy by reducing education costs, even MTs Khoirul Kasbi provides free tuition to its students. Meanwhile from the differentiation strategy MTs Khoirul Kasbi has implemented the flagship program of Quran tahfidz and recitation of surah Yasin which is carried out before starting the learning process, and the focus strategy of MTs Khoirul Kasbi emphasizes or perfects Tahfidz Al-Qur'an a program with the aim of improving students of noble character.

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