

BUILDING THE COMPETITIVENESS OF BOARDING-BASED SCHOOLS THROUGH SCIENCE LEADING PROGRAM

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Abstract

Islamic Boarding School (SBP) is an integrated education model that combines the implementation of a school system that develops scientific abilities and skills with the implementation of an Islamic boarding school system that develops religious attitudes and practices, increases morality and independence in life. Recently, more and more educational institutions have emerged, each institution is competing to improve its quality in order to win the competition. Institutions that have attractive programs will win this competition. Therefore, the leading science dormitory program is one of the programs that education providers must pay attention to. This article aims to find out the superior science dormitory program at Madrasah Aliyah Al - Amiriyah Bloakagung Tegalsari Banyuwangi as an effort to build competitiveness in an Islamic boarding school-based educational institution. This research uses a qualitative approach with data mining methods in the form of observations, interviews, and searches of related documents. The results of this research show that there are several programs in the Superior Science Dormitory as a differentiator: mathematics and language intensive tutoring programs.

Keywords: Competitiveness, Islamic boarding school-based schools, leading science programs

A. Introduction

SeSchools and Islamic boarding schools are two educational institutions, each of which has different advantages from one another. If the advantages of the two educational institutions are combined, a strong educational force will be created that has the potential to produce a generation of young Indonesians who are superior, reliable and have character (Suhardi, 2012). However, unfortunately a dichotomy has emerged between school education and Islamic boarding schools, so that Islamic boarding schools and schools are seen

phenomenologically as forms of idealism in each of these educational institutions (Craib, 1992).

This happens almost evenly in every world of education in Indonesia. It is as if educational institutions that have different concentrations and orientations cannot unite in an educational system or must separate. There are institutions that focus their orientation on modern sciences and on the other hand there are also institutions that only focus on traditional sciences. This reality is known as educational dualism (Sutrisno and Muhyidin, 2012). To accommodate this dichotomy, Islamic Boarding Schools (SBP) seeks to integrate the advantages of the school education system with the provision of education in Islamic boarding schools. This step is intended so that the positive culture that develops in Islamic boarding schools can be adopted by schools and integrated into various aspects of the educational process in schools and vice versa, excellence in schools can be implemented by Islamic boarding schools.

According to Rusdy (2016), the history of the birth of SBP began with the initiative and challenge of the Director of SMP, Hamid Muhammad, Ph.D to the Center for Research and Development in Education Team in early 2007. This discourse was then concretized in the form of a workshop and feasibility study in 2007 -2008 and preparation of guidelines for implementing the SBP program. Initially SBP would be implemented in the form of a pilot in 5 locations, but this changed because Hamid Muhammad, Ph.D was promoted to Director General of Out-of-School Education (PLS), so that the MoU only took place in 2008 after the concept of developing SBP was developed as a strategy for the sustainability of the SBP program.

The idea of SBP is the government's effort to integrate the advantages of the education system developed in formal schools with

the advantages of the education system implemented in Islamic boarding schools (Suyanto and Suhardi, 2014). In its implementation, Islamic boarding school-based schools are an integrative education model that combines the implementation of a school system that develops scientific abilities and skills with the implementation of an Islamic boarding school system that develops religious attitudes and practices, increases morality and independence in life. Islamic boarding school-based schools are a model of Islamic education that combines two social systems, namely Islamic boarding schools and school institutions. Islamic boarding schools and school education have their own social systems and advantages. SBP aims to create human resources who have faith and piety while fully mastering science and technology, so that they can play a role in the social system. SBP is a social fact, which emerged due to awareness and thoughts from various parties, as well as discussions between institutions, such as: Ministry of Religion, Ministry of National Education, Center for Educational Development (CERDEV) UIN Syarif Hidayatullah Jakarta, Islamic Boarding Schools, and Schools.

In this case, according to Mulyasana (2013: 185) to overcome the large number of educational institutions that are in accordance with national education standards, the management must continue to innovate with several strategies to win the competition. Even parties related to educational institutions will use bad strategies to win the competition, although not all institutions do this, but also "there are institutions that use good methods or strategies." Things like that are some of the challenges for educational institutions in the future. with a high level of competition in offering educational institution services, "increasing customer demands, especially students, regarding quality, costs, advances in communication technology, information systems

via computer networks that change all aspects of life, etc." (Roziqin and Rozaq, 2018 : 2225-224).

Therefore, educational institutions, whether Islamic boarding school-based or not, must improve their quality in order to be able to compete (competitive advantage) with other educational institutions by means of the Science Leading Dormitory Program as a strategy to respond to increasingly competitive competition in recruiting and attracting the attention of students. and parents. With the Science Excellence Dormitory Program, it is hoped that educational institutions can influence prospective students and parents in choosing an educational institution.

MenEstablishing a Science Leading Dormitory Program is very important for education managers so that external parties, especially education consumers or the public, will know the institution well. In its development, the Science Leading Dormitory Program will give rise to assumptions by the public and consumers of educational services that this institution is a favorite, superior, multi-talented educational institution, and other assumptions.

B. Research Methods

This research approach is qualitative with this type of researchThis is part of case study research. According to Bogdan and Biklen in Widodo and Mukhtar (2000), a case study is a detailed examination of a setting or a subject or a document storage place or a particular event. The location is used as a research location for the Science Excellence Dormitory, which is a program from MA Al - Amiriyah. The data collection technique is carried out through observation techniques, interviews and documentation studies. The data analysis technique used follows Miles and Huberman's

qualitative data analysis flow which includes: 1) data reduction, data presentation, and 3) drawing conclusions.

C. Results and Discussion

1. Membbuilding school competitiveness through superior boarding programs

Competitionbro, between educational institutions the development is very tight, an institution is forced to face other institutions in the competitive arena. Every institution does various things to win the competition, some use dirty methods and some use good methods to win the competition. This has led to Higher Education Institutions increasingly turning to branding as a way to create an identity and have a sustainable competitive advantage.

MereThose who appear with a good pattern, there are those who strengthen human resources (HR), there are those who strengthen the facilities sector including buildings and other facilities, there are also those who strengthen the funding sector, and there are also those who pay more attention to and strengthen networks than others. Thus, competition is very complex and diverse. Some compete in the areas of quality, service, variety of choices, image, and so on (Franklin & Senith 2013: 47-80).

Menaccording to Deddy (2013: 186) The competitiveness of education is not intended to destroy or kill educational institutions like the military destroys its opponents in war, or unlike business people who use competitive strategies to paralyze other competitors so that they can gain the maximum profit. . Increasing the competitiveness of education is intended so that educational institutions can prepare the future of their students so

that they can live in an era that is different from the era when they were studying.

Mulyasa (2011) states that in order to win the competition, education administrators must have a competitive attitude in carrying out their institutional duties. A leader must carry out a needs analysis which must be factual and measurable. Therefore, the analysis of learning or educational needs is based on calculations of existing potential, problems that occur, future trends, and demands for change and future challenges. The competitiveness in question is the efforts of educational institutions to prepare the future of their students amidst the complex challenges of the times.

MenAccording to Porter (1990: 76), school competitiveness can be increased by developing competitive advantages that are different from other schools in terms of teaching, curriculum, facilities or learning approaches. By having prominent, high-quality programs in specific areas such as sports, arts, science or foreign languages, a school can attract the interest of prospective students and enhance its reputation.

MenAccording to Hargreaves & Fink (2011), excellence-based education includes efforts to create a learning environment that stimulates and empowers students to achieve their best potential. Excellent programs in this context will help encourage academic and non-academic achievements and provide opportunities for students to develop their talents and interests in more depth.

ZarKasyi (2005: 4) emphasizes the importance of dormitory management in a definition of Islamic boarding school as an Islamic religious educational institution with a dormitory or

boarding system, where the kyai is the central figure, the mosque is the center of activities that animate it, and the teaching of Islamic religion is under the guidance of the kyai. which is followed by santri as the main activity, while Farida (2012) provides boarding school education under the care of kiai (Islamic boarding schools), caregivers, educators/teachers who live with students in the dormitory. From the opinions above, it can be concluded that to build the competitiveness of schools, whether Islamic boarding school-based or not, it is necessary to manage superior and quality programs in certain program areas such as sports, arts, science or foreign languages, a school can attract the interest of prospective students and improve its reputation. .

2. Program Science Leading Dormitory MA Al - Amiriyah

PaBasically Madrasah Aliyah Al - Amiriyah is an educational institution under the auspices of the Darussalam Islamic Boarding School which has an image in society. This is caused by the image of the Islamic boarding school itself. The Darussalam Bokagung Islamic Boarding School is a boarding school that combines religious knowledge and general knowledge and has attracted the attention of the community to send their children to school at the Darssalam Blokagung Islamic Boarding School. This is proven by the large number of students at the Islamic boarding school.

MomDrasah Aliyah Al - Amiriyah has high competitiveness among other institutions both within the Islamic boarding school and other institutions outside the Islamic boarding school. Therefore, the head of the MA - Al Amiriyah madrasa has the initiative to organize a superior science

dormitory program or also known as the as-saidiyyah dormitory, so that it has an attraction and differentiates itself from the programs of other educational institutions.

Prosuperior gram is a brand of superior products in an institution. Koltler (2000:460) defines a brand as not just a symbol. Therefore, when an institution wants to have many enthusiasts, the programs offered must be different from the others.

In this case, the Science Excellence Dormitory (As-Saidiyyah) has several programs that differentiate it from dormitories in general. As the results of an interview with Ustadzah Ayu Khoirun Nisa as Head of As-Saidiyyah Dormitory are:

"Asr" Ama As-Saidiyyah has superior programs, namely: mathematics and language intensive tutoring programs, which other dormitories do not have."

1) ProMIPA tutoring game

Progames that study Chemistry, Physics and Biology, where this program aims to ensure that students understand these materials well and correctly. As for this program, the teaching staff is not from the dormitory but directly from the school. As the results of the interview from Ustadzah Putri Nabila Zalzabila as the Activities Department, namely:

"For the Mathematics and Natural Sciences tutoring program, the teaching is from the school, not from the dormitory."

With qualified teaching staff, it is hoped that we will be able to produce superior and competitive students. as stated in the opinion of Al Kadri & Widiawati (2020: 324-346) Educators and education staff as key actors in education who have a direct influence on the educational process must be

able to provide the best performance so that the educational process runs as expected.

In order to improve the quality of the tutoring program, the As-Saidiyah dormitory carries out evaluations every month. As the results of an interview from Ikfina Ya Maulana Nuzula as the Department of Education and Accommodation

"Once every month, the MIPA tutoring program carries out an evaluation."

2) ProLanguage Intensive games

PeImproving the quality of education through the Language Program is a program implemented by the As - Saidiyyah hostel as a program that is expected to be able to master the language well and correctly. The language used is English. To realize this program, dormitory residents are required to increase their vocabulary and when speaking they must use English. as the results of interviews from Mis. Anisa Amalia as Language Department, namely:

"In implementing the intensive English program, boarding school residents are required to improve their vocabulary every day and must speak in this language every day."

To determine the success of the learning process, an optimal learning strategy is needed. This learning strategy aims to be successful in the learning process. This is in line with the opinion of Sanjaya (2010: 99) Educators must be able to know the learning strategies that will be applied in the process of learning foreign languages, especially Arabic and English.

Jamn being a superior program at MA Al – AMiriyyah Asrama As – Sayiyyah is a dormitory under the auspices of the Darussalam Blokagung Islamic Boarding School, therefore, you must also take part in the activities at the Islamic boarding school. For this reason, in implementing these programs so that they run according to expectations and does not conflict with Islamic boarding school activities, it should be scheduled and structured.

D. Conclusion

In building competitiveness at MA Al - Amiriyah, namely implementing the Superior Science Dormitory Program by offering several programs that are different from the others, including: Mathematics and Natural Sciences Tutoring Program and Language Intensive. This superior science program has a program that differentiates it from other institutions. To realize this program, the As-Saidiyyah hostel has prepared a program in a scheduled and structured manner.

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