How to Build a School Image Through a Leading Program in al-Ikhlas Islamic Elementary School, Tangerang City

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Abstract

The flagship program is a program that contains subjects that are prioritized by increasing the hours of dominant lessons in certain fields. Al-Ikhlas Islamic Elementary School has organized a superior program by prioritizing Tahfiz subjects, English/Arabic language and Computer IT. This study aims to determine the implementation of the flagship program at SD Islam Al-Ikhlas Tangerang City by using qualitative methods. The results of the study show that: a) the implementation of superior programs can improve the image of the school, b) supporting factors for the implementation of superior programs are the formation of a collaborative network of the Al-Ikhlas Islamic Elementary School curriculum development team with school committees, supervisors and foundations, the availability of competent teachers, the role of school committees who are proactive in facilitating the implementation of superior programs, c) the inhibiting factors are the readiness of students who are not optimal in participating in superior learning, some students are not yet active in speaking English and Arabic, the lack of rewards from the principal on the performance of teachers who teach superior programs, some teachers not maximally using multimedia facilities, d) The Ministry of National Education needs to pay attention to the need for infrastructure facilities in Islamic schools that organize superior programs, and the need to increase teacher professionalism through organizing workshops, seminars and workshops.

Key words: image, school, program, preminent class

Introduction

At this time there are still many schools that carry out the educational process "as is or perfunctory". The lack of innovation and creativity in schools causes not having quality programs in achieving quality education. This causes the educational process is not in accordance with what is expected and desired by the community. In the end, it causes a lack of public interest in the school. The loss of public trust in sending their children to school is also a result of the low quality of education. Therefore, it is proper for schools to have excellent programs to improve. To achieve the goal of quality and quality education, the education unit or school is essentially an agent for implementing the educational process that must have a friendly culture in carrying out its functions. According to Akareem and Hossain (2016) there are four ways to improve the quality of education, including: 1) Selecting inputs (new students); 2) improve the quality of teachers; 3) learning styles and 4) school programs. Improving the quality of education is a
means of introduction for schools to the community to attract public interest, especially the interest of prospective new students. One of the strategies carried out is to use superior programs in schools. According to Zarkasyi (2016) the flagship program is a series of steps carried out in a certain order to achieve excellence in educational output. In addition, in the basic education unit, the community can choose an elementary school or madrasah ibtidaiyah (Husna and Arifin: 2016). Each educational unit carries out the educational process in different ways.

Methods

In this research paper, the author will try to make observations and research at Al–Ikhlas Islamic Elementary School Tangerang City about the Superior Program organized by the educational institution. Incidentally, the author is a foundation that is directly involved in the educational institution. This will facilitate the author in obtaining the necessary data for the purposes of writing this paper. Sources of data in the preparation of this paper are religious teachers, class teachers, students, parents of students plus several documents that can support the completeness of making this paper. Data collection techniques used in making this paper are observation, interviews and documentation. Observations to obtain data on programs implemented at Al–Ikhlas Islamic Elementary School. Interviews were conducted to dig up more information about the flagship program at SD Islam Al–Ikhlas Tangerang City. Meanwhile, documentation is carried out to obtain available data in the form of field notes, school profile data, school management structures, school condition reports, and activity reports.

Formulation of the Problem

Based on the background above, the problems to be worked on can be formulated, namely:

a. An explanation of how the implementation of the flagship program at Al–Ikhlas Islamic Elementary School, Tangerang City
b. How is the implementation of superior programs to improve the image or interest in public trust in Al–Ikhlas Islamic Elementary School?
c. How is the interest and trust of the community after the flagship program is implemented by Al–Ikhlas Islamic Elementary School?

Purpose

Based on the formulation of the problem that has been described earlier, the objectives of this paper are:

a. Explain the excellent programs that exist in Al–Ikhlas Islamic Elementary School.
b. Explain how the implementation of superior programs at Al–Ikhlas Islamic Elementary School.
c. Describe the public interest that was formed after the flagship program at Al–Ikhlas Islamic Elementary School was implemented.

Research of Benefit

Theoretical Benefits

a. Explain the excellent programs that exist in Al–Ikhlas Islamic Elementary School.
b. Can add to the scientific repertoire of superior programs to increase interest in school.

Practical Benefits

a. For school principals, the preparation of this paper is expected to be a reference in developing superior programs.
b. For teachers, the preparation of this paper can provide information about the management of superior programs and the role of teachers in realizing superior programs to increase student interest.
c. For the Foundation, the results of this research are used and help in seeing the extent to which the performance of the educational institutions it runs for the further development of the foundation.
d. For the community, this research can provide information and an overview related to the existence of superior programs.

Results & Discussion

There are 3 types of excellent programs run by SD Islam Al–Ikhlas, namely:

a. Tahfidz Program
b. Foreign Language Program (English and Arabic)
c. IT Multimedia

Excellent programs with good management will be one way to improve the school’s image. While the image to be built through the management of this superior program, namely for the Tahfidz program, students are targeted to memorize 2 Juz (Juz 29 and 30), master 2 languages, namely English and Arabic and understand Computer IT. In addition to being able to memorize 2 juz of the Koran, students are also proficient in reading the Koran tartil. For multimedia/IT computer programs, students can operate simple application programs, graphic design, video editing. Meanwhile, students who take part in the sports and arts class program can have abilities in the fields of athletics, games, axioms and art. In improving the image of Al-Ikhlas Islamic Elementary School, Tamgerang City, there are several things that become image-forming factors including:

- Physical Identity
- Non-Physical Identity
- Quality of Results, Quality, and Service
- Activities and Relationship Patterns

Quality of result and Service

The quality of the results of the flagship program can be seen from the output produced and the achievements achieved. Meanwhile, the quality of quality and service can be seen from the management of superior programs that have been carried out at Al-Ikhlas Islamic Elementary School. This is as stated by Syariffudin S. Gassing and Suryanto in the theory that the image of a school/madrasah is also formed from the results and quality of a product. A product that is designed, whether goods or services, reflects the quality of its management. The better the results of a performance accompanied by quality that is maintained, it is not impossible that the image of the school/madrasah will be better in the eyes of the community. To support and maintain the quality that has been produced, it is necessary to provide satisfactory service to the community. In this context, it is a maximum and excellent service in the form of services to students and parents of students.

Activity and Relation of Pattern

This activity and pattern of relationships can be reflected in involving parents, committees and the community who care about education in planning superior class programs, both related to infrastructure and budget. In addition, the progress of students is always reported regularly to the Foundation. Meanwhile, to maintain relations with external parties, regular meetings and discussions are held with the surrounding community. This is as stated by Syariffudin S. Gassing and Suryanto in the theory that if a school/madrasah already has service products with maintained quality, then maintaining relationships with education stakeholders must always be continuous. Activities and patterns of relationships with internal and external stakeholders reflect the image of a school. Giving an honest response trust and show responsibility is something that must be implemented. From the above analysis, it can be seen that the image-forming factors in the flagship program at Al-Ikhlas Islamic Elementary School, Tangerang City.

When described as the figure 1:

While the reasons for the community in this case are students or guardians of students choosing Al-Ikhlas Islamic Elementary School are various, namely there are superior programs that can compete, there are many extracurricular activities, there is encouragement from outside parties, have good quality, have many achievements, have excellence in science and technology and IMTAQ, the distance from home is close, is a good, advanced and favorite school and many alumni are accepted at favorite schools. Meanwhile, their opinions about the superior program at SD Islam
Al-Ikhlās vary, namely: it can foster a spirit of learning and want to enter superior classes, can add knowledge and develop students' abilities, as a means of screening students who excel, can be a means for students to channel their talents and can adding enthusiasts who want to attend Islamic Elementary School Al-Ikhlās Tangerang. This is as stated by Elvinaro Adrianto in the theory that there are four roles of image for an institution, namely: Image has an impact on expectations, Image as a filter that affects perceptions of institutional activities, Image is a function of experience and consumer expectations, and Image have an important influence on management. From the analysis above, it can be seen that what image you want to build and the implications of superior program management at Al-Ikhlās Islamic Elementary School Tangerang City on improving the school's image.

When described as in the figure 2 and 3:

**Figure 2**

**Figure 3**
Conclusion

From the results of the analysis above, conclusions can be drawn regarding the management of the flagship program to improve the image of SD Islam Al–Ikhlas Tangerang City, including the following:

a. Management of the Al–Ikhlas Islamic Elementary School Excellence Program in improving the image of the school applies 4 management functions, namely planning, organizing, implementing and evaluating. The things formulated in the planning include: objectives, programs, and budgets. Organizing includes things that are formulated, namely organizational structure, educators, students, materials, infrastructure, and costs. Implementation includes the steps taken, namely: Before teaching, During Teaching and After teaching. Furthermore, evaluation is carried out by means of Formative, Summative, Test and Non–test.

b. Some of the obstacles in the implementation of the management of the flagship program are constraints in planning: Limited budget. Every activity that will be held must be approved by the Foundation, the Committee and the student’s guardian because they still depend on contributions from parents. Constraints in organizing: Not yet realized a special curriculum for each superior program, Allocation of special learning hours for superior programs, Lack of professional educators in accordance with the flagship program. Obstacles in implementation: There are ups and downs, Creative with other interests, Facilities that are not quickly fulfilled, limited time for guidance activities, Conflicting activity schedules, Exam Season, Students are not proportional to the number of teachers and have not maximally implemented IT– based learning. Obstacles in evaluation: There was a change in report cards from manual to ARD, not all teachers were IT literate and limited computer facilities for the evaluation.

c. Implications of Superior Program Management for Image at SD Islam Al–Ikhlas Tangerang City include: Having good quality, Having many achievements, Having excellence in science and technology and IMTAQ, Is a good school, advanced and favorite and Has the means to develop abilities, students’ talents and interests

Suggestion

In a learning program, in addition to finding advantages, several things related to the superior program components have not been implemented. Which then becomes a suggestion for improvement for the parties concerned.

a. For Al–Ikhlas Islamic Elementary School

The IT–based Plus curriculum is one component of the flagship program, along with the intense competition in the world of education and the wide open access to information that knows no boundaries, it is better if the curriculum plus superior programs need to be compiled. This of course will also have an impact on the material, material resources, learning methods and evaluation. So with the existence of an IT–based plus curriculum, superior programs will add to the characteristics and attractiveness of the institution so as to increase the positive image of the institution.

b. For Educational Institutions

In facing challenges in the world of education which is currently faced with massive technological developments, educational institutions must continue to improve, develop and update marketing strategies for educational services to improve the positive image of educational institutions.

c. For Educators

Educators should be fast and responsive in responding to technological developments in the world of education and continue to innovate in their learning. So that the output of educational institutions is in accordance with public expectations, namely students and the community and can improve the image of educational institutions because the output produced is of high quality. As well as responsive to complaints and wishes of the community.

References


