The Strategy Of The Head Of Madrasah In Improving The Quality Of Standard Input At MTS Muhammadiyah Purbolinggo East Lampung

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Abstrak

Rekrutmen peserta didik di suatu sekolah pada hakikatnya adalah suatu proses mencari, menentukan, dan menarik pelamar yang mampu menjadi peserta didik di lembaga pendidikan yang bersangkutan. Dalam rekrutmen siswa baru, setiap sekolah memiliki standar input tersendiri dalam menentukan kriteria siswa yang dapat diterima di sekolah, standar input juga mempengaruhi kualitas proses pembelajaran dan output di setiap sekolah. Banyak hal yang perlu dilakukan oleh kepala sekolah dalam mengelola sekolah yang dipimpinnya. Penelitian ini merupakan penelitian lapangan, yaitu penelitian yang dilakukan di tempat yang dipilih sebagai lokasi dan objek penelitian. Metode yang digunakan dalam penelitian ini untuk mengumpulkan data adalah wawancara, observasi dan dokumentasi.Berdasarkan hasil penelitian diketahui bahwa dalam peningkatan kualitas standar input strategi yang dilakukan kepala sekolah adalah meningkatkan sumber daya manusia di madrasah kemudian membentuk panitia dengan dan mengadakan rapat terkait pengadaan rekrutmen siswa baru , dengan menetapkan persyaratan serta menetapkan kriteria dan standar yang harus dimiliki calon peserta. mendidik. Selain itu, dalam penerapan strategi peningkatan standar input juga terdapat faktor pendukung dan faktor penghambat. Faktor pendukung dalam penerapan strategi tersebut adalah dalam implementasi dan implementasi strategi dalam peningkatan kualitas standar input yang didukung dari semua pihak dan kerjasama yang solid dari panitia penerimaan siswa baru menjadi hal yang penting serta infrastruktur yang memadai di lembaga pendidikan juga meningkat daya dukung peningkatannya

Kata Kunci: *Strategi Utama, Standar Input* .

Abstract

Recruitment of students in a school is essentially a process of finding, determining and attracting applicants who are able to become students in the educational institution concerned. In the recruitment of new students, each school has its own input standards in determining the criteria for students who can be accepted into schools, the input standards also affect the quality of the learning process and output at each school. There are many things that need to be done by the principal in managing the school he leads.This research is a field research, namely research conducted in a place chosen as the location and object of research. The method used in this research to collect data is interview, observation and documentation.Based on the results of the study, it is known that in improving the quality of the standard input strategy carried out by the principal is to increase human resources in the madrasa then form a committee with and hold meetings related to the procurement of new student recruitment, by determining the requirements and determining the criteria and standards that prospective participants must possess. educate. Furthermore, in the implementation of the strategy in improving input standards, there are also supporting factors and inhibiting factors. The supporting factors in implementing the strategy are in the implementation and implementation of strategies in improving the quality of input standards that support from all parties and the solid cooperation of the new student admissions committee become important things as well as adequate infrastructure in educational institutions also increase the carrying capacity of its improvement.

Keywords: *Principal Strategy, Input Standar*

INTRODUCTION

Education is a basic human need in developing and continuing his life. The community will choose schools or madrasas in order to fulfill educational needs in accordance with the wishes and strengths and quality available. This is because education in schools/madrasas is a continuation of the education of parents or families.(Juwariyah, 2010).

Recruitment of students in a school is essentially a process of finding, determining and attracting applicants who are able to become students in the educational institution concerned. (Muhamad Mustari 2014) The fundamental thing in accepting new students in quantity is the fulfillment of the quota of new students according to the available capacity. Meanwhile, in terms of quality, it is a momentum to attract prospective students who have good potential for intelligence and quality in the fields of academics, personality, faith and piety, so that it will have implications for the quality of the process and quality of educational outcomes.

In the recruitment of new students, each school has its own input standards in determining the criteria for students who can be accepted into schools, the input standards also affect the quality of the learning process and output at each school. There are many things that need to be done by the principal in managing the school he leads.

To achieve a good quality of MTs education, of course, a series of quality school activities are needed. A quality school is a school that as a whole can provide satisfaction to customers. In this regard, the quality of MTs education is inherent in the ability of the MTs institution itself in utilizing educational resources to optimally improve the learning abilities of its students. The problem of the quality of madrasa-based education, especially education held at MTs, is basically related to a system in which there are a series of factors that are interrelated and influence each other to achieve the expected goals. In general, the people of Purbolinggo, East Lampung view madrasas as agents of reform, especially in the education sector, which tries to balance the symbolic needs of prapon or ascetic for the community. However, madrasas are also seen as representatives of educational institutions that meet the needs of the community in instilling religious values into the younger generation.

Such high public trust in madrasas, both in the function of intellectual development of students and for inculcating religious values in the context of moral development in accordance with Islamic teachings, thus requires all interested parties (stakeholders) and concerns about madrasa-based education to develop creativity and innovation to improve the quality of madrasas. In other words, the implementation of education in madrasah institutions is expected to be able to respond to the demands of life both within the framework of regional autonomy and globalization.

Based on the results of a pre-survey on the implementation of education at MTs Muhammadiyah Purbolinggo, East Lampung, the number of new students in 2018 was 86 students, in 2019 there were 100 students and in 2020 there were 120 students, although the number of new students increases every year, the input standard used does not change and an indication is obtained. there are several obstacles that affect both aspects of management including leadership, processes, and educational outcomes. The academic potential of students who enter MTs is generally lower than that of prospective students who want to enter their favorite public or private junior high schools. This can be seen directly from the achievement of diploma scores of prospective MTs students which are relatively lower when compared to those who enter favorite schools, both public and private. The family economic background of most students entering MTs comes from families with lower middle class economics, limited educational staff (teachers) who have adequate qualifications and limited financial support from the government and the community, especially for improving the quality of learning processes and outcomes in MTs . Although there are several obstacles that affect the quality of education held by madrasas, if the potential of this institution is optimally empowered, it can be hoped that an increase in the quality of MTs input, process and output standards can be achieved.

To obtain maximum achievement in the implementation of student recruitment at Madrasahs, the madrasah principal makes special strategies, including compiling a successful team of new student admissions, compiling best practice for new student admissions, setting Standard Operating Procedures (SOP) for new student admissions, implementing management mutualism with stakeholders, ball pick-up pattern, transportation facilities (student shuttle), madrasa grand branding program (as a guarantee of service and quality of education).

METHODS

In this research, the researcher uses the nature of qualitative descriptive research. Descriptive research is research that describes, describes a thing according to what it is.(Lexy J. Moleong , 2010)

Furthermore, this type of research is field research, namely research that is carried out in a place chosen as the Another opinion says that field research is field research, namely research that is carried out by going directly to the research location to obtain the necessary data.location and research object.(Abdurrahmat Fatoni, 2006). Another opinion says that field research is field research, namely research that is carried out by going directly to the research location to obtain the necessary data. (Suharsimi Arikunto, 2006) Thus, it can be concluded that field research is data from the field to be observed and concluded.

From the explanation above, this research uses an approach called Narrative Research according to John Creswell, narrative is a method of research with the social sciences. The essence of this method is its ability to understand the identity and worldview of a person by referring to the stories(narration) that he listened to or taught in his daily activities. social Sciences. The essence of this method is its ability to understand a person's identity and worldview by referring to the stories (narratives) that he hears or tells in his daily activities.

Qualitative method is a research method used to examine natural object conditions, where the researcher is the key instrument, data collection techniques are triangulated, data analysis is inductive, and qualitative results more emphasis on meaning on generalization.(Sugiyono, 2012)

Qualitative descriptive research is research that is based on natural data in the form of words in describing the object under study. Qualitative descriptive research tries to reveal the symptoms in a holistic-contextual way (completely according to the context) through data collection activities from the background under study. Thus, this research design describes or presents the data that will be obtained by the researcher regarding the Strategy for Improving the Quality of Input Standards at MTs Muhammadiyah Purbolinggo East Lampung as a whole and as it is.

Based on the description above, it can be explained that research is trying to see the facts that appear or what they are and trying to reveal the conditions that occur in the field naturally behind the research object.

Data collection techniques are the most strategic step in research because the main objective of research is to obtain data and obtain relevant, accurate and reliable materials. Researchers must have a method that is in accordance with the actual conditions in the field. Without knowing the data collection techniques, the researcher cannot obtain data that meets the data standards set. Data collection can be done in various settings, various sources and various techniques. The techniques used in qualitative research are mostly interviews and observation. Therefore, the researcher also uses interviews and observations because in this research the information needed is in the form of words that are expressed directly from the data source.

In testing the validity of the data in the qualitative research method, the validity of the data has been determined to avoid biased or invalid data. This is to avoid the emergence of dishonest answers and informants.

Tests for data credibility or trust in data from qualitative research results, among others, are carried out by extending observations, increasing persistence in research, triangulation, discussions with colleagues, negative case analysis and member checks.

Based on the theory above, to determine the credibility of this research, the researcher has used triangulation. Triangulation In this research, the researcher uses source triangulation and method triangulation.

1. Triangulation of sources, namely comparing and rechecking the degree of trustworthiness of the information obtained. This can be achieved by means of:

a. Comparing the data from the observations with the data from the interviews.

b. Comparing one's situation and perspective with various opinions and views of people.

c. Comparing the interview results with the contents of a related document.

2. Method triangulation, achieved by using the interview method and the observation method, namely

checking the data from the observations with the interview data contained in the findings to be studied. With the pre-field stage, the field work stage, the data analysis stage and the reporting stage of the results to be researched

RESULTS AND DISCUSSION

The findings of the research show that the importance of cooperation between all madrasah members in improving input standards in order to make schools that have high quality is evidenced by the interviews, observations and documentation that the researchers carried out in the field. research place. The following is a more in-depth discussion regarding strategies for increasing input standards in madrasahs, along with supporting factors and inhibiting factors in their implementation..

1. **Strategy of the head of Madrasah in Improving the Quality of Input Standards at MTs Muhammadiah Purbolinggo East Lampung**

At the admission of students, educational institutions select students who have the ability and quality among the registrants using the methods that have been determined. Because by getting quality input, it certainly helps the learning process to be effective and efficient so that the graduates produced by these educational institutions are also of high quality, and able to compete with graduates from other educational institutions. This also serves to attract the public's interest in the institution so that the number of prospective students who register is increasing, so the opportunity to get quality students is getting bigger, this is also influential. on improving the quality of educational institutions.

The activity of accepting new students is not a very easy activity. Educational institutions need to prepare all strategies in their implementation, in order to attract and get qualified and potential students. This is in accordance with Awaluddin's opinion that strategy is all means and resources to deal with certain targets in order to obtain the expected results maximally.

The strategy taken by madrasah principals in increasing madrasah input standards is not to decide for themselves, but to form a committee to make it easier to manage when accepting new students. After the madrasah formed the committee, a special meeting was held. Meetings related to the purchase of new teachings or the acceptance of new students, then promoting the school to the community directly by providing brochures and distributing them on social media to expand information networks.

One more thing that must be understood by everyone involved in the process of accepting new students, that this activity is the initial gate that students and schools must pass through in filtering objects. c education. So it can be said that this activity is an important event for a school, because this event is the starting point that determines the smooth running of a school's work. Even more serious errors in the admission of new students can determine the success or failure of educational efforts at the school concerned. Therefore, the admission of new students to be carried out is not a light thing or in other languages and should not be considered only as an annual routine. Schools or madrasahs must prepare appropriate strategies to implement them, so that they can attract quality students so that school input can also be better, and no less important, the teaching and learning process can be maximized. and it is certain that the subsequent effect is to increase the quality of schools.

Therefore, the student admissions strategy that I want to apply here is more to show the method used by the institution to get qualified prospective students. The strategies that can be carried out are by:

a. Promotion Strategy

The promotion strategy is to accept new students who previously only looked at the grades of diplomas without using the Koran literacy test. The output from primary schools that register at a school is taken for granted, for that reason, those who register as prospective new students are not rejected.

This promotional strategy generally applies to other public schools, however, the promotional items can be circulated by word of mouth and by preparing school brochures and the conditions are also stated in

the brochures distributed. .

This promotion can be seen from the various creative and innovative efforts of education providers to explore the uniqueness and advantages of their schools so that they are increasingly needed and in demand by education service users. To attract brokers Students need a promotional strategy that not only sells educational services as is, but how to approach approaches in accordance with consumer wants and satisfaction. An institution that wants to be successful for the future in the face of competition, must practice marketing continuously..

a. Selection strategy

Selection can be done by looking at school test scores, national exams and report cards scores:

1) Selection based on the list of school exam scores or national exams

At the present time, in further education institutions, both at the first level and at the top level, ranking is used. Those who are in the determined rank will be accepted at the school/madrasah. According to the capacity of the school.

2) Selection based on interest and ability searches.

Selection based on the search for interests and abilities is done by observing thoroughly by looking at the achievements of prospective students in previous schools. This achievement can be observed by looking at the first semester report cards to the last semester. Looking at the report card scores of students who have good grades from the first semester to the final semester and students whose grades from the first semester have increased, they have a higher chance of receiving a higher grade than students whose scores are not stable. sometimes it goes up in the last semester and down in the first semester or vice versa less to have a chance to be accepted.

However, whether or not new prospective students are accepted also depends on how many students register because if they continue to use high standards, it will have a bad impact on schools due to lack of students. .

3) Selection based on entrance test

Selection based on the entrance test is that those who want to enter educational institutions must complete a test in the form of questions. If those who take the test can do the questions well and the answers are in accordance with the specified criteria, they will be accepted. If the answer is not appropriate or the test result is below the specified standard, it is not accepted. This selection is usually carried out in two stages, namely:

a) Administrative selection

This selection is carried out by checking the completeness of the requirements file that must be prepared by prospective students in accordance with the requirements set by the educational institution. If the new student candidate does not meet the administrative requirements, the new student candidate cannot take part in the academic selection.

a) Academic selection

Academic selection is an activity that aims to find out the academic abilities of prospective new students. This is done to see whether the prospective students fulfill the requirements specified in the educational institution or not.

In the process of accepting new students, sometimes there is also a screening or selection process, this is done with various considerations including:

a. Often the demand for one school exceeds the space provided, especially the school in question is already well-known as a superior or favorite school.

b. Sometimes it is also necessary to conduct a search for certain talents or abilities. This is done in the context of mapping students' potentials, so as to make it easier for the school to make programs, both those related to academic and extra-curricular aspects.

c. And one fact that may also be indisputable, is that lower grades or final exam scores at schools are not a guarantee that graduates will be able to take lessons at the next school.

With this argument, all parties should be especially wiser in viewing the screening or selection activities, because sometimes there are also negative accusations that these activities are only made by schools, which ultimately opens up opportunities for k negotiation or compromise in the interests of the school.

2. **Factors Affecting the Implementation of the Strategy for Improving the Quality of Input Standards at Mts Muhammadiah Purbolinggo, East Lampung**

In implementing the strategy in increasing input standards, in particular, there are supporting factors and inhibiting factors for which the researcher will discuss broadly about these factors, in this case the supporting factors in improving the quality of input standards at Mts Muhammadiah Purbolinggo, namely the results that support the implementation and implementation of strategies in improving the quality of input standards, namely:

a. The existence of madrasas that are already known by the wider community

Mts Muhammadiah Purbolinggo public private school which has long been recognized by the government and known to exist, especially in the Purbolinggo sub-district, East Lampung and known to the public, so that this makes it easier for madrasah principals in strategies to improve input standards in order to improve the quality and quality of education at Mts muhammadiah.

The age of the madrasa and the status of this madrasa which has religious characteristics have more content of Islamic religious learning so that this adds to the interest of the community to give advice to their children to study at Mts Muhammadiah . It is said thus that it is known that almost every new student recruitment there is an increase every year.

b. Supporting facilities and infrastructure

The means of support are the many information media so that it is easier to promote madrasas to the community. The existence of madrasas that are already good and can be said to be progressing well from the adequate building and area of the madrasah is a very supportive factor in the process of recruiting new students. This can attract the attention of students as well as facilitate access for prospective students who will register to find out the existence of the madrasa.

c. Strategic location and easy to reach

Mts Muhammadiah Purbolinggo is a school located in the middle of the bustling center in Purbolinggo sub-district. This madrasa is located in a rural area but is easy to reach. Not far from the school there is also a market, namely in Tanjung Intern where writing tools and equipment for learning are also available there and a photocopying area is also available and so on that can be used to fulfill learning needs.

d. Improved education services

Every year Mts Muhammadiyah always evaluates, especially in terms of services and adding facilities and infrastructure as well as making improvements in learning strategies in order to improve the quality of education at Mts Muhammadiyah in order to produce quality output and This will later have a more favorable impact on Mts muhammadiah in its development.

The inhibiting factor in the strategy of increasing input standards which is known from the interview results is that competition between schools in procuring inputs for new students is an obstacle in implementing and increasing input standards in each school. h especially private schools, besides that the lack of understanding lies in the importance of studying in madrasah-based schools where education in

madrasas has a lot of content or religious education materials for students.

In addressing this matter, it can attract public interest through various scholarship programs. Scholarship programs or fee waivers for prospective students who excel are a special attraction for students who have superior academic abilities. This will make the recruitment of achieving students more maximal, including students who do not excel, who will be more motivated to such quality.

CONCLUSION

Based on the results of the research and discussion that the researcher has described about the strategy of the head of Madrasah in improving the quality of input standards at MTs Muhammadiah purbolinggo, East Lampung, it can be concluded that:

1. The strategy of the head of Madrasah in improving the quality of input standards at MTs Muhammadiah purbolinggo, East Lampung

   In improving the quality of the standard input strategy, the head of school is doing by increasing human resources in madrasah then forming a committee by holding meetings related to the recruitment of new students, by determining requirements and determine criteria and standards that prospective students must possess. The next step is to distribute tasks to members and jointly promote and socialize to the community and make brochures to be printed, and distributed to the community directly and also shared using social media which is often used both facebook, IG, whatsapp and others.

2. Factors Affecting the Implementation of the Strategy for Improving the Quality of Input Standards at Mts Muhammadiah Purbolinggo, East Lampung

   In implementing the strategy in increasing input standards, there are also supporting factors and inhibiting factors. The supporting factors in implementing the strategy are in the implementation and implementation of the strategy in improving the quality of input standards. The support from all parties and the solid cooperation of the admissions committee for new students are important things and adequate infrastructure in educational institutions also adds support for its improvement.

   Factors that hinder the implementation of strategies in improving the quality of input standards, namely the lack of human resources, and inter-school competition in procuring inputs for new students become obstacles in implementing and increasing input standards in every school, especially private schools, besides that the lack of understanding is on the importance of studying in madrasah-based schools where education in madrasas has a lot of content or religious education materials for students who can be used n as a guide and knowledge in the future.

   In dealing with obstacles in increasing input standards and interest in the subsequent selection of schools, new students use methods by socializing madrasas to the community, distributing brochures both in paper form and in communication media frequently used.

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