



Management Strategy and Operational Management in Education Institutions

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Abstrak

Manajemen strategi merupakan manajemen puncak untuk diimplementasikan ke seluruh jajaran dalam organisasi dalam rangka pencapaian tujuan yang sudah dirumuskan guna mencapai suatu organisasi. Sedangkan mutu pendidikan Islam ialah kesesuaian dengan kebutuhan pendidikan Islam ibarat perusahaan yang bermutu ialah perusahaan yang menguasai pangsa pasar termasuk produksinya sesuai dengan kebutuhan konsumen sehingga menimbulkan kepuasan bagi konsumen jika konsumen merasa puas maka mereka akan setia dalam membeli produk perusahaan baik berupa barang maupun jasa proses manajemen strategi terdiri atas tiga tahap pertama Perumusan strategi penerapan strategi dan penilaian strategi Perumusan strategi mencakup pengembangan visi dan misi identifikasi ancaman eksternal organisasi kesadaran akan kelebihan dan kelemahan internal penetapan tujuan jangka panjang pencarian strategi-strategi alternatif dan pemilihan strategi tertentu untuk mencapai tujuan sedangkan penerapan strategi itu mencakup pengembangan budaya yang sportif pada strategi penciptaan struktur organisasi yang efektif pengarahannya upaya-upaya pemasaran penyiapan anggaran pengembangan serta pemanfaatan informasi dan pengaitan kompensasi karyawan dengan kinerja organisasi.

Kata Kunci: manajemen strategis pada lembaga pendidikan

Abstract

. Strategic management is top management to be implemented to all levels within the organization in order to achieve the goals that have been formulated in order to achieve an organization. While the quality of Islamic education is conformity to the needs of Islamic education such as a quality company is a company that controls market share including production in accordance with consumer needs so as to create satisfaction for consumers if consumers are satisfied then they will be loyal in buying company products both in the form of goods and services. The strategy consists of the first three stages. Formulation of strategy, implementation of strategy and assessment of strategy. Strategy formulation includes developing a vision and mission, identification of external threats to the organization, awareness of internal strengths and weaknesses, setting long-term goals, searching for alternative strategies and selecting certain strategies to achieve goals, while implementing the strategy. includes the development of a sports culture in the strategy of creating an effective organizational structure, re-directing marketing efforts, preparing development budgets, and utilizing information and knowledge. an employee compensation with organizational performance.

Keywords: strategic management in educational institutions

Introduction

Operational planning focuses on the level of implementation in the field of a strategic plan. The plan is specific in nature which functions to provide concrete instructions on how a program or project is to be implemented according to rules, procedures and other provisions that have been clearly defined beforehand. Therefore, the operational plan has

been hammered into quantifiable data which can be measured and usually through the dimension of money. So with that in mind the operational plan has a role in success and can measure success. This operational planning is a short-term planning in which this short-term planning is an annual planning which is carried out in less than 5 years.

Every organization must be faced with two types of environment, namely the internal environment and the external environment. The larger the organization, the more complex the nature of the type and range of interactions. One of the implications of complexity is that it is increasingly difficult for organizational leaders to make policies, especially when there are different types of leaders. Thus, strategic management and operational management are needed to find fast and appropriate solutions in educational institutions.

There are several characteristics that are always attached to strategic management and operational management in achieving the goals of educational institutions, namely:

1. Unified, which unites all elements within the organization, institution or company.
2. Comprehensive, that is thorough, covering all aspects of the organization, institution or company.
3. Integrated, that is, all strategies are integrated and match the overall position and level (Agustinus Sri Wahyudi, 1996: 16).

Then to what extent are the urgency and benefits for educational institutions, if in achieving a strategic management and operational management objective, Agustinus Sri Wahyudi (1996: 16) explains that the benefits are:

1. Provide long-term direction for efforts to achieve goals.
2. Helping an educational institution adapt to various changes that occur.
3. Making an educational institution more effective.
4. Strategy-building activities will enhance the educational institution's ability to prevent future problems from arising.
5. The involvement of teachers/staff/employees in developing the strategy will boost their motivation in implementing it.
6. Division of overlapping tasks will be minimized.
7. Teachers/staff/employees' reluctance and boredom at work will disappear.

If decision-making in strategic management is a management function as well as the role of operational management is more in the nature of how the decision is implemented in the field or its technical implementation. Meanwhile strategic management monitors and drives the operational activities of all parties who are

responsible and involved in achieving the goals and objectives of the organization.

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Method

Sample Criteria

According to Salusu J. (1996: 498) there are five things that need to be emphasized in implementing strategic management and operational management in improving the quality of education in an educational institution, in facing global challenges, namely:

- a. Improving the quality of education management
- b. Improving the quality of learning poses
- c. Improving the quality of human resources for education personnel
- d. Build a network (networking).

C. Data analysis method

This research is so that we can find out how the management strategy is in building educational productivity at the MTS Raushan Fikri Islamic School jl. General Sudirman No. 27, TJ. Jati, Kec. Binjai, Kab. Langkat, North Sumatra 20761.

Results and Discussion (70%)

A Results

First, the scope of education includes the expected educational outcomes, infrastructure for educational outcomes, users of educational outcomes, quality of outcomes and characteristics determined by educational outcomes. Second, the ability to produce educational productivity related to supply positions, specific management participants and capacity or response to changes in movement. Third, target specifications that will confirm quantitative statements and objectives to be

achieved as well as risk estimates or other supporting factors. Fourth, the determination of educational resources regarding the allocation of educational resource development.

B. DISCUSSION

Etymologically, it comes from the English word to manage, which means management is an order for management and control. According to Willy, in the development of the word tumanage, there has been a change, namely management, which means management and management leaders. Meanwhile, the Arabic word for management is *tadbir* which means to manage or manage. Usually Management applications are always interpreted as administration which is included in the world/educational institutions.

If we explore more deeply about management, then in fact the meaning of management according to terminology is management as a science of art processes and abilities. But we usually interpret management as something that is done through other people.

According to Siagian, strategy is used by all organizations in making choices and winning certain wars to achieve the desired goals.

So the conclusion that we can draw from all the definitions above is that strategic management is a decision and action that puts management at the top and is implemented by the entire organization in achieving certain organizational goals.

Conclusion

The conclusion can be stated as follows:

1. Strategic management is a series of fundamental efforts, tips, decisions and actions

outlined by the leadership of the organization and implemented by all staff in order to achieve the goals set by the organization. Meanwhile, operational management includes management in the aspects of procurement, development, compensation, integration, maintenance and separation.

2. The implementation of strategic management and operational management in educational institutions can have a positive impact on the development of educational institutions by providing guidance on overcoming problems and opportunities at present and in the future, and will improve decision-making accuracy and technical implementation.

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