

Strategy of Islamic School Service Increasing Public Interest in SMP Muhammadiyah 1 Medan

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ABSTRACT

The purpose of this study is to describe the strategy of Islamic school services increasing public interest in SMP Muhammadiyah 1 Medan. This research uses descriptive qualitative approach. Subjects are schools, teachers, students, facilities and infrastructure. Instruments used in this study are interviews, observation and documentation. The results of this study describe the strategy of Islamic school services access development strategy to religious education (Islamic form) which describes the background of the establishment of SMP Muhammadiyah 1 Medan, access to education and innovation fund provided by SMP Muhammadiyah 1 Medan. Furthermore Strategy of quality improvement of religious education facilities (based on islamic). Strategies to improve the quality of facilities and infrastructure, activities in SMP Muhammadiyah 1 Medan, rehabilitation of classrooms, development of facilities and infrastructure and quality assurance in increasing public interest. Strategy of quality improvement of religious education learners (based on islamic) which includes the management of education quality, activities that can improve the quality of education for students who are achievers and underprivileged students. Strategy to improve the quality of education and personnel education. Strategy to improve quality assurance of basic education institution, improvement of learning quality of Islamic education institution, compilation of religious education regulation of Islam, cooperation to various parties to improve the quality of education based on islami. Strategies being developed and strategies for understanding religious, tolerant, balanced and love the country.

Keywords : Strategy, School Services, Islamic, Public Interesting

I. INTRODUCTION

The growth of a nation can be determined by the quality of its human resources. The quality of human resources depends on the quality of education. The role of education is very important to create a society that is religious, intelligent, peace, open and democratic. Progress of a nation can only be achieved through the structuring of education with a good strategy.

Education is required to make improvements and improvements in quality, including areas that receive

the impact of globalization both positive and negative. The community is increasingly enthusiastic about the management of quality educational institutions. Their tendency to be more selective in determining quality educational institutions for their sons is a necessity, because it is so urgent that education is one of the basic human needs. The scope of educational improvement is not only in the quantitative context (population dimension / number), but also qualitative (quality) which leads to depth and intensity, both process and product. So that it can produce human resources ready to face challenges in the future. In general, the basis of education is preparing children to

be able to run the life (preparing children for life) is not just preparing students for a job.

Islamic schools are educational institutions that aim to establish quality human resources based on the values of Islamic teachings. Islamic education institutions in its implementation are often faced with learning problems that must be found alternative solutions, ranging from the preparation of infrastructure, materials, objectives to the preparation process. Teachers as the implementation of education plays a vital role in the success of educational programs in Islamic educational institutions.

Islamic education, principally has a purpose and build a personality person in accordance with the norms. Stressing only on Islamic values or a process of directing human development (ri'ayah) whether physical development, reason, behavior and social life is directed towards goodness toward perfection according to Islamic values. The development of Islamic educational institutions as an institution engaged in non-profit oriented, forcing education implementers to use strategies that have previously been developed in the world economy. Islamic school service strategy is an important step as an educational institution that has a vision and mission to be achieved with appropriate strategies in human resource development, resulting in increased public interest and education quality in the educational institution.

School competitiveness is getting more and more years, so the school demanded to have a good strategy in creating the latest innovations in increasing public interest, so that later school will not roll out in the presence of many competitiveness. A similar study has been conducted by Harisko graduate student of Bogor Agricultural University at Madania Bogor, that in an effort to improve customer satisfaction on the quality of school services in Madania, the school always strives for the customer to fulfill the expected desires. Because this is closely related to the appropriateness between customer expectations with

reality or customer perceptions of company performance. If the quality of service that customers expect has been achieved and customers are satisfied with the attributes of quality of service in Madania school, then the customer has the potential to become a loyal customer.

Based on this, the service is certainly the most important thing in an effort to succeed a school. As has been done by Islamic Institution such as Madrasah in North Sumatra. Especially the prime educational institutions and have a good image in public as in SMP Muhammadiyah. Here the authors conduct research on the institution because according to the authors of the institution has succeeded in developing the institution through the management of Islamic management is good in various fields. Especially in terms of educational services. So that the school attracted parents to study their students there.

Trend that developed in SMP Muhammadiyah 1 Medan also became one of the supporting factors why the author chose this school is, seen from the trend of enthusiasts entering this school shows from the academic year 2012/2013 s / d 2016/2017 has increased considerably. The number of applicants exceeds the capacity to be a positive value of this school. This fact means that the level of public confidence each year has increased significantly. The number of students who were rescued also reached 100% for each year

Improving the quality of services in SMP Muhammadiyah 1 Medan, is also inseparable from the Islamic management system. All existing service programs are always pursued effectively and maximally. To maximize the school's service programs, the first step taken by the school is to plan. After the planning is done, then the second step is organizing. In organizing managers trying to organize organizational resources to work optimally. After the organization is formed, then to realize the above planning followed by the implementation. And the last step is evaluation. Therefore, it is necessary to

conduct research on the strategy of Islamic-based school services in increasing public interest in SMP Muhammadiyah 1 Medan.

Based on the background of the problem, can be formulated the focus of the problem in this research is "How is the strategy of Islamic school services increasing public interest in SMP Muhammadiyah 1 Medan".

Limitations of the problems, then the issues to be discussed in this study are as follows: (1) How is the strategy of Islamic school services increasing public interest in SMP Muhammadiyah 1 Medan? (2) What are the obstacles faced by Islamic schools increasing community level in SMP Muhammadiyah 1 Medan ?, (3) How is the effort of school to overcome the obstacles faced to increase public interest in SMP Muhammadiyah 1 Medan ?, (4) How services of Islamic schools conducted continuously in SMP Muhammadiyah 1 Medan to increase public interest?

Understanding strategies according to ^[1]Tjipto historically, the word strategy is used for military world terms. The strategy itself comes from the Greek word 'Stratagos', meaning military general / commander. The point is the strategy means the art of the generals, that is how to place troops or arrange troop strength in the battlefield so that the enemy can be defeated. ^[2]Rangkuti is a tool to achieve the goals in its development, the concept of strategy continues to grow. According ^[3]Effendy, states that: "The strategy is essentially planning (planning) and management (management) to achieve a goal. However, to achieve that goal, the strategy does not serve as a road map that shows only direction, but must be able to show how its operational tactics ". According ^[4]Hariadi Stages of strategy can be described as follows:

1. Formulation

- a. Explaining the first stage of the factors that include internal and external environment analysis is the determination of vision and mission of planning and strategic objectives.
- b. Strategy formulation is the process of preparing the steps forward which is intended to build the vision and mission, is the goal of strategy and design strategies to achieve these goals in order to provide the best customer value
- c. For that there are several steps that need to be a leader that is:
 - 1) Identify the environment the leader will enter. Define the mission to achieve the desired vision in the environment.
 - 2) Analyze the internal and external environment to measure the strengths and weaknesses and opportunities and threats that will be faced.
 - 3) Set goals and targets
 - 4) In the strategy stage above, a leader begins by determining his vision of what he wants to be in the future in the chosen environment and what mission to accomplish or do now to achieve those goals.

1. Implementation

- a. After the formulation phase of the strategy is completed then the next which is an important stage in the company's strategy is about the implementation of strategy.
- b. Implementation of a strategy is a process whereby strategies and policies are implemented through structural development, program development, budget and implementation procedures. Implementation of the strategy is the most difficult stage in the strategy process given the many factors that can affect the implementation in the field and may not be in accordance with the original news. A successful strategy supported by a capable company with a solid leader, adequate resource allocation, appropriate policy, culture, situation and conditions for successful execution of strategy.

According to Ki Hajar Dewantara in [5]Hasbullah education is that: "demands in the life of growing children. There is also the purpose of education that is guiding the power of nature that is in children. So that they as human beings and as members of society can achieve the highest salvation and happiness ".

[6]Mudyaharjo states that: "Education in the narrow sense is school. Education is teaching held in schools as formal educational institutions. Education is the deliberate influence that the school attempts on the child and youth who are handed over to him or her have perfect ability and full awareness of their relationships and social tasks.

Based on the expert's opinion, it can be concluded that education is a place where a person gets a meaningful teaching to be applied in everyday life which is reflected in the change of behavior towards the better. Education can be done at home (in the family), at school, and in the community

II. METHODS AND MATERIAL

The approach used in this research is descriptive qualitative approach. According to [7]Asrof that the qualitative approach is a research process that produces descriptive data in the form of written or oral words of the person or behavior that can be observed.

This research was located in SMP Muhammadiyah 1 Medan Jalan Demak No. 13 Medan Area Sei Rengas Permata. Researcher chose SMP Muhammadiyah 1 as research location because: 1) SMP Muhammadiyah 1 Medan is favorite school; 2) the location is very affordable researchers; 3) affordable location, making it easier for researchers to do research repeatedly.

Qualitative research subjects are principle, teachers, students, facilities and infrastructure. Data to be searched in the field are left naturally all that happens so that there is no tension or data manipulation in this study. The data is reflected in the Islamic School

Service Strategy to Increase Public Interest in SMP Muhammadiyah 1 Medan.

Collection data techniques in this study are observation, interview, documentation and triangulation. Observation data collection techniques used to know all activities SMP Muhammadiyah 1 Medan naturally.

Analysis data is done before go to the field, and during the field Data analysis technique according to [8]Sugiyono is the process of searching and compile systematically data obtained from interviews, field notes, and documentation by organizing data into categories, units, synthesize, organize into patterns, choose what is important and what will be learned, and make conclusions so easily understood by self and others.

According [9]Meleong data analysis is the process of organizing and megurutkan data into the patterns, categories, and units of basic descriptions so that can be found the theme and can be formulated hypothesis work suggested by the data. The process of data analysis conducted include: (1) Data Analysis Before Field, (2) Analysis During Field, (3) After data is collected, then subsequent data is reduced. Deducting data means summarize, choose the main things, focus on things the important thing, sought the theme and pattern and remove the. Data collected in the field will have the possibility of unnecessary data. Therefore, data reduction is necessary.

The steps of reduction analysis during data collection according to Miles and Huberman are:

First, summarize direct contact data with people, events and situations at the research site, namely SMP Muhammadiyah 1 Medan. In this first step includes also selecting and summarizing relevant documents.

Second, encoding. The coding should pay attention to at least four things:

- a. Used symbol or summary.
- b. Code is built in a certain structure.
- c. The code is built with a certain level of detail

d. The whole is built in an integrative system. The four points above have been noted in this study. Third, in the analysis during data collection is the creation of objective records. Researchers have recorded as well as classify and edit answers or situations as they are, factually or objectively-descriptive.

Fourth, make a reflective note. Write down what researchers think about in relation to the above objective records. Research has been separated between objective records and reflective records

Fifth, make a marginal note. In accordance with Miles and Huberman's research separated the researcher's comment on the substance and methodology. Substantial comments are marginal notes.

Sixth, data storage. To store data at least there are three things to pay attention in research that is:

- a. Labeling
- b. It has a certain uniform and normalization format
- c. Using index numbers with well organized systems.

Seventh, data analysis during data collection is the making some notes. In the opinion of Miles and Huberman. Note in this study is theoretical idea or conceptualization of ideas, beginning with the development of opinion.

Eighth, interlocation analysis. It is possible that the study was conducted in more than one location or performed by more one research staff. Interviewer's findings to rewrite descriptive notes, reflective notes, marginal notes and memos of each location or individual researcher became the conform to one another, needs to be done. Because the research is only done in one location then the analysis between locations is not done.

Ninth, making interim summary between locations. Its content is more matrix about the existence of data sought in each location. In the process of reducing the data, the authors can use the help of a laptop or computer or by giving certain symbols about data that

is not needed. The ninth step in this study is a temporary summary of the study sites.

Tenth Presentation of Data. After the data is reduced, the next step is data presentation. According to [10]Miles and Huberman in Swandi, states that the presentation of data is a process set of information that has been prepared that allows for the conclusion. And Presentation of data in this important research is often used to present data in the research of leather is by narrative text.

III. RESULTS AND DISCUSSION

To improve the public interest in SMP Muhammadiyah 1 Medan is done with several strategies, namely the strategy of improving the quality of education, the strategy of improving the quality of facilities and infrastructure, the quality improvement strategy of religious education students (islamic program), the strategy to improve the education quality of the educator and the religious education islam), strategies to improve institutional quality assurance of education, moderate learning quality strategy for religious education (islamic program). With this strategy, SMP Muhammadiyah 1 can increase public interest. The following will be described in more detail about the strategy of Islamic-based school services in SMP Muhammadiyah 1 Medan to increase public interest.

The strategy to improve access to education services in SMP Muhammadiyah is very easy. This is because SMP Muhammadiyah has complete facilities to conduct learning activities. Facilities and infrastructure that exist in SMP Muhammadiyah utilized for learning process activities.

Based on Islamic education services there is assistance from government or community funds to advance schools. As the result of interview with principal as follows: "Yes there is, this is the school foundation. Of course there is help from the government in the form of BOS funds and assistance from the community

Muhammadiyah, help from parents of students. They all support what we do as an innovation in the development of school progress

How to access education in SMP Muhammadiyah for the community can visit our website, for students we provide complete facility for learning and self development. Increased access to Islamic education has been well implemented. The strategy used in this case refers to government funding, access to education that has been done in SMP Muhammadiyah 1 Medan, provided by the school.

Strategy for Improving the Quality of Religious Education Facilities (Islamic program)

The strategy of improving the quality of infrastructure includes activities undertaken in the maintenance of facilities and infrastructure. Guidance on the use of facilities and infrastructure provided by schools, and the existence of quality assurance facilities and infrastructure can be increased public interest. Observation results conducted at SMP Muhammadiyah 1 Medan. The existing facilities and infrastructure is the procurement of books used in the school are from the handbook of teachers and exercises books (LKS) for students. The available visual aids are also provided by the school. In addition likes a library, science laboratory, language and computer, headmaster room, counseling guidance room (BP), assistant principal (PKS) room 1,2,3,4, teachers room, administrative room, school health room, OSIS room, toilets and complete electricity installation is already in SMP Muhammadiyah 1 Medan and already in operation.

Education Quality Improvement Strategy for Educational and Religious Education (Islamic-program)

The strategy of improving the quality of educators and education is done by looking at the competence and quality of educators in SMP Muhammadiyah 1 Medan. Judging from the functional allowances and improving the quality of education and educational

personnel through several ways as expressed by the principal: "Teachers in this school graduated from Bachelor to Magister Degree ". Schools never prohibit educators and their education to do self-development. Based on observations made in SMP 1 Muhammadiyah 1 Medan On November 11th, 2017, researchers conducted observations at SMP Muhammadiyah 1 Medan to determine the use of facilities and infrastructure in the learning process. Researchers arrived at 10 and immediately made observations in the field. On that day, visible open computer laboratory, researcher entered and observed student activity there. It appears that there is no students who do not use the computer. Then researchers see they are learning to create a blog. This shows that there is internet wifi service in SMP Muhammadiyah 1 Medan which can be used by students to learn.

The researcher left the computer labs, and headed for the futsal field. She saw IX students did futsal match. The futsal stretch is fitted with a wicket. This shows that facilities and infrastructure have been utilized well. Furthermore, the researcher sees one of the open classrooms studying IPA. The teacher takes advantage of the infokus, which is in the classroom.

Strategy Improvement of institutional quality assurance of religious education (Islamic program)

Strategy to improve the quality assurance of Islamic education institutions on the competence and quality of educators in SMP Muhammadiyah 1 Medan. In addition, teachers and education personnel have received functional allowances from the government. This is in line with the PKS 2, namely: "The quality of learning in SMP Muhammadiyah 1 Medan has increased. Where we have a lot to follow the various races such as KIR, scientific research competition teenagers, math olympics, physics, biogi, read poetry, english speech, scout and flag raises (Paskibra).

Strategy Increasing the quality of moderate religious learning on religious education (Islamic program)

The strategy for improving the quality of moderate religious learning in Islamic-based education includes the strategies that schools undertake to improve the quality of religion, and socialization undertaken to understand the tolerant, balanced religion and love of the country.

Discussion of Research Results

The strategy of Islamic school services in improving public interest based on Direktorat Ministry of Religious Education directive. Strategies that can be done is increased access to religious education. This can be done by looking at the background of the establishment of SMP Muhammadiyah 1 Medan. In addition, there is an education fund given by the government or the community to improve the school. Further access to education in SMP Muhammadiyah 1 Medan and innovations made to improve the quality of education.

Furthermore, the strategy of improving the quality of Islamic-based education infrastructure facilities can be done by rehabilitating the classroom, implementing clean and healthy life and the use of education service facilities. Furthermore, improving the quality of Islamic-based religious education. The strategy to improve the quality of Islamic-based religious education. Can be done by giving scholarships to students to increase public interest. Next upgrading the quality of education and Islamic program education. Teachers and education personnel improve the quality of education. the next strategy is to improve the quality assurance of institutional Islamic-based religious education and strategies for improving the quality of moderate learning Islamic.

SMP Muhammadiyah 1 Medan has complete school facilities. In this case, SMP Muhammadiyah 1 Medan has sports facilities and cultural arts such as badminton, volley, soccer / futsal, table tennis and sacred tread. In addition, the school also provides facilities for culinary, choir, drum band, drama and

dance. Student activities are always fostered with adequate facilities such as training writing scientific papers (KIR), juralistic playground, leadership training, making mading, english club, tour work, scout and flag raises (Paskibra) done in SMP Muhammadiyah 1 Medan.

With the support of highly qualified educators and education staff, SMP Muhammadiyah 1 Medan has many achievements in the field of KIR, scientific research competition remaa, math olympics, physics olympics, biology olympics, poetry, speeches and scouts. High achieving students are given appreciation from schools in the form of educational scholarships and their photos are immortalized on the school walls so that all people can see. In addition, with the display of these photos, will also provide motivation to other students.

IV. CONCLUSION

In improving the quality of human resources, education plays a very important role. Islamic school is an educational institution that aims to establish quality human resources based on the values of Islamic teachings. Islamic education institutions in their implementation are often faced with learning problems that must be found alternative solutions, ranging from the preparation of infrastructure, materials, objectives to the preparation process. Teachers as the implementation of education plays a vital role in the success of educational programs in Islamic education institutions. The development strategy of the emerging Islamic education institution. Strategies that can be done is increased access to religious education. This can be done by looking at the background of the establishment of SMP Muhammadiyah 1 field. In addition, there is an education fund given by the government or the community to advance the school. Further access to education in SMP Muhammadiyah 1 Medan and innovations made to improve the quality of education.

Furthermore, the strategy of improving the quality of Islamic-based education infrastructure

facilities can be done by rehabilitating the classroom, implementing clean and healthy life and the use of education service facilities. furthermore the improvement of the quality of Islamic education program. The strategy to improve the quality of Islamic education program can be done by giving scholarships to the students to increase public interest. Furthermore, improving the quality of education and educational personnel, improving the quality assurance of Islamic education institutions and strategies for improving the quality of moderate Islamic based learning.

In the implementation of Islamic school service strategy in SMP Muhammadiyah 1 Medan. These obstacles are a misunderstanding of the community regarding the teachings of muhammadiyah. SMP Muhammadiyah 1 Medan has a curriculum based on Ismuba Qur, namely Al-Islam Kemuhammadiahan, Arabic and al-Quran based on the teachings of muhammadiyah. Therefore, people who are not professing muhammadiyah will be more attracted to public schools. To overcome these problems in attracting public interest, schools innovate in the field of religious, intra and extra-curricular achievements, complete school facilities, adequate empowerment of educators and educational resources and school services through the strategies outlined

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