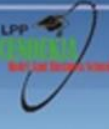


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CENDEKIA HOTEL AND BUSINESS SCHOOL

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Event Agenda

| DAY | TIME | TOPIC TRACK |
|---|----------------------------|-----------------------------------|
| May, 19, 2017 | | |
| | 07.00 am - 07.30 am | Registration |
| Coffee Morning | 07.30 am - 8.00 am | Opening |
| Welcome Greetings and Opening Remarks: | 08.00 am - 08.30 am | |
| 1. Rektor STIE Pelita Bangsa University | 08.30 am - 11.30 am | Ceremonial |
| 2. Conference Chair Person | | |
| | 12.30 am - 13.00 pm | Lunch Break |
| Keynote Speech: | 13.00 pm - 15.00 pm | Plenary Session 1 |
| 1. Prof.Dr. Ravinder Rena (North-West University, South Africa) | | |
| 1. Assoc. Prof. Arif Orcun Soylemez (Marmara University, Turkey) | | |
| 2. Assoc. Prof . Dr. Lloyd C Bautista. (Academic STI Education, Manila Philippines) | | |
| 3. Prof. Abdul Razak bin Abdul Hadi. Phd (Universiti of Kuala Lumpur, Malaysia) | 15.00 pm - 15.30 pm | Afternoon Coffee Break |
| 4. Prof. Uzair Bazi, Gift University Pakistan (Universiti of Selangor Malaysia) | 15.30 pm –20.00 pm | Next Plenary Session 2 |
| 5. Assoc. Prof. Dr. Tulus Suryanto (State Islamic University Of Raden Intan , Indonesia) | | |

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Improving Quality of Nonformal Education in Human Resource Development

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Abstract

This study aims to determine the strategic program of education in human resource development. The method used in this study is a qualitative method with data collection techniques using interviews, observation and documentation. Data analysis technique used is qualitative analysis and SWOT analysis. The results of this study indicate that: (a) C package program has strategic program of school in human resource development that is in the form of pedagogic competence improvement program and profession of educator through Training of Tiered, as well as educational qualification improvement program minimum educator (b) SKB Gorontalo has a strategic program of schools through the development of Information Technology in achieving academic and extracurricular quality excellence and individual training in IT development.

Keywords: *Strategic Planning, Education Quality*

I. Introduction

The implementation of the program and the improvement of the quality of education in schools to date still face various problems such as: a) not fully socialize the National Education Standards as a reference of education quality; B) implementation of strategy and improvement of education quality still limited to monitoring of quality component in educational unit; C) quality mapping is still in the form of data collection of unedited educational quality achievement from various education providers; And d) follow-up of uncoordinated education quality data results from education providers and implementers at various levels. (Muenjohn, Nuttawuth dan Anona Armstrong, 2007).

Bryson (2008: 5) defines strategic planning as "a disciplined effort to generate fundamental decisions and actions that shape and guide what an organization (or other entity) is, what it does, and why does it. Barry (1986: 10) views strategic planning as "the process of determining what the organization intends for in the future and how it will get there".

Pfeiffer, Goodstein, and Nolan (1986: 1) views planning such as "the process by which members guide organizations to envision the future and develop the procedures and operations necessary to achieve the future". Allison and Kayye (2013: 110) that strategic planning is a systemic process agreed upon by the organization and builds involvement in there key stakeholders about the essential priorities for its mission and responsiveness to the operating environment.

Some of the definitions above illustrate that strategic planning is seen as a process of developing and maintaining a strategic fit between organizational mission, organizational strengths and weaknesses, and opportunities and challenges in external environmental organizations. (Naor, M., Goldstein, S., M., Linderman, K., W. and Schroeder, R., G., 2016).

Strategic planning is explicitly related to change management, this has been the result of research by some experts (eg Anonym, 1965, Anthony, 1965, Lorange, 1980, Steiner, 1979). Lorange (1980), writes, that strategic planning is an activity that includes a series of processes

of innovation and change the organization, so that if strategic planning does not support innovation and change, then it is certain that the organization will fail.

Texas Workforce Commission, (2005) that: "successful strategic plan are working documents that explain where you are going and promote the constructive change that will get you there". That way, strategic planning is the design of the direction and constructive change of an organization going forward. Strategic planning or strategic planning consists of words, namely: planning and strategic.

Texas Workforce Commission, (2005: 21): defines (1) Plans set direction for something. Usually, we start with the desired results and work backwards to identify what will produce those results, (2) Strategic is the method for achieving goals and objectives, and (3) Strategic planning enables organizations to make fundamental decisions that guide them to the vision of developing future'.

William, (2003: 45) defines strategic planning is the process of determining: (1) what your organization is trying to achieve; (2) how you will direct the organization and resources to achieve this goal for several months and years. Edwards, (2010: 11) argues that a strategic plan is a roadmap to direct an organization from its present state to conditions in five or ten years.' Lincoln, (1998: 3) defines strategic planning: '... as a long term term, A future-oriented appraisal process, goal setting, and building a strategy that maps explicit paths between present and future vision, which rely on careful consideration of organizational and environmental capabilities, and leads to resource allocations based on priorities and other decisions.

According Harsono, (2001: 43) explains that the definition of strategic planning as follows: a) In the performance accountability system of government agencies, strategic planning is the first step to carry out the mandate. Strategic planning of government agencies requires the integration of human resource and other resource expertise to address the demands of strategic, national and global environmental developments. (Phinney, J. S., Cantu, C. L., & Kurtz, D. A, 2017).

Education quality is one of the most important parts in the context of education in general. Therefore, the quality of education as the main focus is always pursued improvement in the implementation of education in Indonesia. Sudjiono (2013: 25) suggests that quality is the picture and the overall characteristics of goods and services that demonstrate its ability to satisfy the expected or implied needs. This view shows that quality is a high quality description of a product. Umaedi (1999: 5) suggests that the quality contains the meaning of the degree (level) the superiority of a product (the work / effort) either in the form of goods or services; Both tangible and intangible.

Ridlo, I. (ed.). (2007: 53) explains that the quality of education is the result of an assessment of the educational process with high hopes to be achieved from efforts to develop the talents of educational customers through the education process. The quality of education can also be interpreted as someone who has achieved the objective of curriculum designed for the management of student learning (Koesoema, 2013: 159). This concept is more emphasis on supervision in the achievement of the objectives of the learning curriculum, so the general indicator is the more the objectives of the curriculum is achieved, it can be categorized as a quality education. Subkhan, (2011: 39) suggests that the quality of education is the ability of educational institutions in utilizing educational resources to improve learning abilities as optimal as possible. Analysis of this concept is more emphasis on the performance of institutions, namely the more effective trends in utilizing educational resources and the better the results achieved, then it can be said that education has a good quality. The existence of the quality of education in Indonesia has ups and downs with a million problems in it. Indonesia's educational problems have a systemic impact on the overall life line of the nation and state. This happens because the quality of education related to human

resources as the main implementer of development. The various problems show how complex the problem of education in Indonesia. (Yueh-Shian Lee dan Weng-Kun Liu, 2017).

II. Research Methodology

The approach used in this research is the qualitative approach of case study with the type of educational research. Moleong. Lexy (2006) the study used a qualitative approach to case studies because the problem studies set by the researchers only monitor, observe, record and document things that exist in the object of research. In other words, researchers only tell or give an idea of the object or problem that exist in the research. The data collection procedure conducted in this research is done through the following steps: a) interview, b) observation, and c) documentation. Data analysis technique used in this research is qualitative analysis and SWOT analysis. (Sugiyono, 2012).

III. Research Result and Discussion

The results of interviews conducted with informants of the study obtained a description of the strengths, weaknesses, opportunities and threats in strategic planning in SKB Gorontalo City.

Based on the results of the analysis internally and externally by using TOWS matrix obtained description about SKB position of Gorontalo city in implementing strategic planning in improving school quality. The results of the analysis can be described in the quadrant as follows:

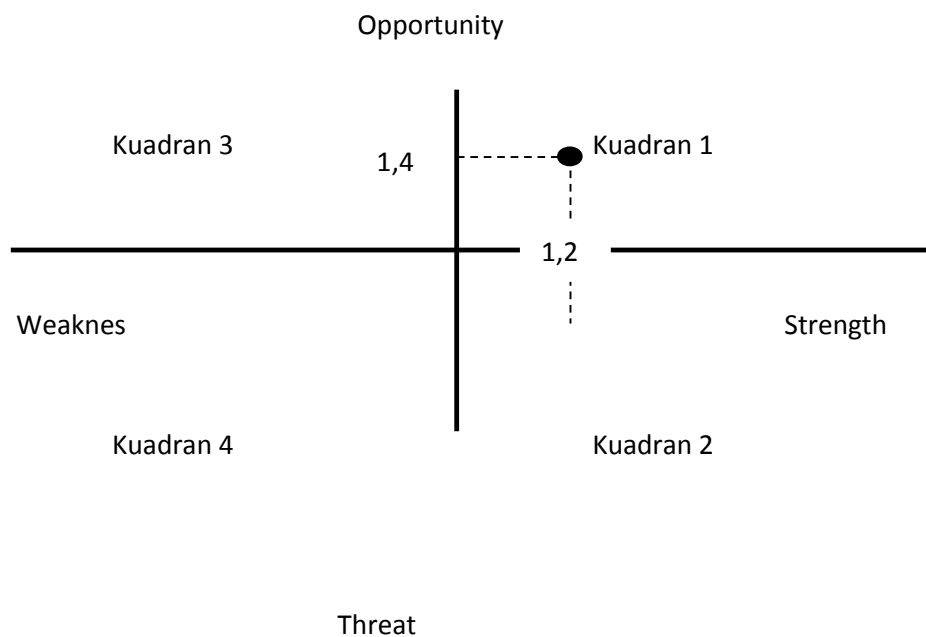


Figure 1: SWOT Analysis Quadrant

The analysis result shown in Figure 1 about quadrant of SWOT analysis shows that SKB Gorontalo City is in quadrant 1 progressive aggressive category. The progressively aggressive category shows that SKB Gorontalo is a school that has the opportunity to become the best school in the city of Gorontalo. The position owned by SKB Gorontalo City as a school in progressive aggressive category must have a strategic program of superiority so that the predicate as progressive aggressive school is not just a design without meaning but actual in realization in reality life in school.

The facts are the findings of the study, although is in the quadrant of 1 progressive aggressive category, but still has a number of weaknesses and threats that at any time can threaten the position of this school in the development of its potential to become a superior school. This finding is quite

unique, since schools that are in quadrant 1 of progressively aggressive categories should already have a mature readiness in developing school programs for much more advanced. But this is one of the characteristics of schools in Indonesia. There are many excellent schools in Indonesia but have not been able to meet the minimum service quality and national standard services.

Related to this matter, the first effort that must be seen and become the focus of attention of SKB Gorontalo City in 2015 is to overcome the weakness and threats as presented in the previous SWOT analysis. In the context of the progressively aggressive quadrant 1 position, SKB Kota Gorontalo can formulate a new vision to be the leading and best school, to be implemented within the next 5 years ie 2016/2021. Associated with these conditions the authors first formulate the initial step to overcome the weaknesses and obstacles faced SKB Gorontalo city in the development of school programs in 2015/2017. After that the authors will project various strategic programs and innovation programs for the development of SKB Gorontalo City for the year 2016/2021.

Further more SKB Gorontalo City can formulate a new vision. The formulation of this new vision can be done by comparing the old vision and the strategic plan that will be done in the next 5 years. The vision of SKB Gorontalo City is to create a dynamic school, have a high national insight, and make students and citizens of the school as a whole human and have a good personality as a citizen.

The vision has a lack of clear direction and does not seem to focus on the development of school quality. The vision is too broad and difficult to measure. The vision of a school must be realistic and measurable in terms of time. Related to these facts then this vision can be revised repaired for example by developing it into a vision: "Winning, Character and making Paper Less School with International Insight".

The vision can be elaborated in detail into strategic missions and programs. As a school that has a good base of IT development, the main focus of strategic program development in SKB Gorontalo reflects its vision by implementing several strategic programs over the next 5 years. Efforts to improve the quality of the school are all web-based, so everything can be in online. All efforts are made in order to improve the quality of education management in schools that have implications on improving the quality of teachers and the quality of students.

IV. Conclutions

The conclusions can be specified as SKB Gorontalo city has a strategic program of schools in the development of human resources that is a program of improving paedagogic competence and profession of educators, Education and Educational Development Program through Training. SKB Gorontalo city has a strategic program of schools through the development of Information Technology in achieving academic and non academic quality excellence of students in the form of strategic development of IT in schools that teachers, principals have training Alone in IT development, IT competency improvement workshop and and internet program.

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