THE STRATEGIC PLANNING PROCESS IN DEVELOPING QUALITY ISLAMIC EDUCATION

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Abstract

This study adopts a library research approach to examine the process of strategic planning in Islamic education, with a focus on strategies for building quality education. The strategic planning process in Islamic education involves internal and external environmental analysis, the setting of short-term and long-term goals, and the development of strategies that are relevant to the times. This research outlines the steps of strategic planning, ranging from environmental analysis, goal setting, strategy formulation, to evaluation and control. Furthermore, this study discusses the importance of improving human resource quality, a curriculum based on the needs of the times, the utilization of technology, and a holistic approach to Islamic education that encompasses intellectual, moral, spiritual, and social aspects. Thus, this research provides guidance on how Islamic educational institutions can formulate and implement strategic planning to achieve quality education goals that are relevant to societal demands and in alignment with Islamic values.

Abstrak

Penelitian ini mengadopsi pendekatan studi pustaka (library research) untuk mengkaji proses perencanaan strategis dalam pendidikan Islam, dengan fokus pada strategi untuk membangun pendidikan yang berkualitas. Proses perencanaan strategis dalam pendidikan Islam melibatkan analisis lingkungan internal dan eksternal, penetapan tujuan jangka pendek dan panjang, serta penyusunan strategi yang relevan dengan perkembangan zaman. Penelitian ini menjelaskan langkah-langkah perencanaan strategis mulai dari analisis lingkungan, penetapan tujuan, penyusunan strategi, hingga evaluasi dan pengendalian. Selain itu, penelitian ini juga membahas pentingnya peningkatan kualitas sumber daya manusia, kurikulum berbasis kebutuhan zaman, pemanfaatan teknologi, serta pendekatan holistik dalam pendidikan Islam yang mencakup aspek intelektual, moral, spiritual, dan sosial. Dengan demikian, penelitian ini memberikan panduan tentang bagaimana lembaga pendidikan Islam dapat merumuskan dan melaksanakan perencanaan strategis untuk mencapai tujuan pendidikan yang berkualitas, relevan dengan tuntutan masyarakat, dan sesuai dengan nilai-nilai Islam.

INTRODUCTION

Islamic education has an important role in shaping character, values and knowledge that are relevant for future generations. In this modern era, demands for the quality of education are increasing along with technological developments and dynamic social changes. Therefore, a strategic planning process is needed in Islamic education in order to create an education system that not only meets academic standards, but is also able to develop the spiritual and moral potential of students.

One of the steps to improve the quality of education in a school is through well-planned strategic planning. Comprehensive and detailed strategic planning should be designed optimally. Planning itself is a policy that will be implemented for future updates, while strategies are the best steps that can be taken in the implementation of the plan (Simatupang et al., 2024).

Strategic planning in Islamic education involves systematic steps to achieve long-term goals that are in line with Islamic values and the times. This process includes identifying needs, establishing a vision and mission, and developing appropriate strategies to create quality and sustainable education. With careful planning, Islamic educational institutions can face global

challenges, such as digitalization and globalization, without leaving the spiritual essence and noble Islamic character.

This article will discuss the process of strategic planning in Islamic education, as well as strategies that can be applied to build quality education. It is hoped that this article can be a guide for managers of Islamic education institutions in formulating strategic steps to create competitive and highly competitive education, while still being based on Islamic values.

METHODS

This research uses a library research approach by conducting a literature study that is in accordance with the subject matter. Literature study is research conducted by collecting information and data through various sources in the library, such as reference books, relevant previous research, articles, notes, and journals related to the topic under study. This process is carried out in a structured manner to collect, analyze, and conclude data using certain methods or techniques in order to find solutions to the problems at hand (Sari Milya, 2020).

RESULT AND DISCUSSION

The Concept of Strategic Planning in Islamic Education

Planning is a process of making decisions with various alternatives about the goals and also the ways that will be carried out in the future in order to achieve the planned goals and also monitoring and assessing the form of the results of their implementation and which are systematic and sustainable. The meaning of planning is described as an activity in decision-making to determine the right goals, methods, time, and implementers by managers in an organization. The planning process is not limited to one specific period of activity, but continues to the next period after the previous activity is completed. Planning is a cycle; when one stage of management is completed, planning for the next period begins. In addition, planning is not static but dynamic, meaning that planning can be changed or modified according to developments and existing needs (Asmarn, 2022).

Strategic planning is a process carried out by formulating policies that determine changes in the character or direction of the organization. Strategic planning is a structured process used by an organization to formulate long-term goals, identify steps to achieve these goals, and allocate resources effectively. Strategic planning is the process of deciding on the program that the organization will undertake, by identifying what should and what can be done. A guide for the organization from the current conditions to the conditions of the next few years (future) in order to achieve maximum and desired goals (Maria & Hadiyanto, 2021).

Every organization, including educational organizations, needs to formulate a strategic plan as a guide in carrying out its various activities. Strategic planning in the field of education is planning that is carefully prepared, starting from the formulation of plans to the creation of systematic guidelines in solving educational problems to achieve predetermined goals and objectives. Therefore, the discussion of strategic planning is very important (Yusril et al., 2023).

In the context of Islamic education, strategic planning has an important role in ensuring that educational institutions can carry out their mission by considering various internal and external factors that affect the success of the institution. This strategic planning process must be based on the vision and mission of Islamic education, which aims to form human beings with knowledge and morals, and contribute positively to society. Strategic planning in the context of Islamic education can be defined as a systematic process that involves identifying problems, analyzing potentials and challenges, developing strategies, and implementing measures designed to achieve quality educational goals, while maintaining and strengthening Islamic values. This process includes a deep understanding of existing educational conditions, mapping community needs, and implementing policies that are in line with Islamic teachings.

Steps in the Islamic Education Strategic Planning Process

Strategic planning can be done in several stages, as follows:
1.   Environmental Analysis (Environmental Scanning)

The first step in strategic planning is to analyze the internal and external environment. This analysis aims to identify factors that can affect the success of educational institutions. Internal analysis includes an assessment of resources, teaching staff, facilities, and the quality of the curriculum applied in Islamic educational institutions. Meanwhile, external analysis involves factors such as government policies, technological developments, and the needs of the community and the world of work. Proper environmental analysis will help educational institutions understand their strengths, weaknesses, opportunities and threats (Nurpitroh & Aripin, 2023) (Syahrizal et al., 2023). Among the ways that can be done to conduct environmental analysis is to use SWOT analysis and PESTEL analysis.

Some of the things that need to be analyzed in this stage include: Quality of Education, Human Resources (HR), Facilities and Infrastructure, Community Needs, External Challenges.

2.   Setting Strategic Goals and Objectives

After conducting an environmental analysis, the next step is setting the objectives of Islamic education. The objectives of Islamic education strategic planning must be clear, measurable and relevant to the needs of society and the challenges that exist. These goals are divided into two categories: short-term goals and long-term goals.

Short-term goals focus on achievements that can be accomplished in the near future, for example within the next one or two years. These goals may include improving the quality of teaching, enhancing the curriculum, and improving teacher competencies. Long-term goals aim to achieve a larger and sustainable vision, such as creating a quality Islamic education system, innovating in learning, and making Islamic education institutions a center of excellence in the fields of science and character (Kholis, 2014).

Setting clear and measurable goals will provide direction and focus in planning and implementing Islamic education, as well as facilitate evaluation and monitoring.

3.   Strategizing

Strategy formulation is a concrete step taken by educational institutions to achieve predetermined goals. By formulating strategies, schools can face various challenges and opportunities in the internal and external environment and improve their ability to manage resources to achieve the desired goals (Tsuraya et al., 2024).

Some aspects to consider in developing Islamic education planning strategies are: Relevant Curriculum, Teacher Capacity Building, Innovation in Learning, Community and Parent Involvement, Resource Management.

4.   Strategy Implementation

Implementation is the stage where the formulated strategy is carried out in the real life of the educational institution. It includes the allocation of human, financial, and technological resources needed to support the implementation of strategic programs. The implementation process must be closely monitored so that it goes according to plan (Gusrianto & Syaifudin, 2023). In the context of Islamic education, strategy implementation must also consider the integration of science and religious values in every aspect of learning.

Some steps in the implementation stage are: Preparation of a follow-up plan, Program Socialization, Program and Activity Implementation.

5.   Evaluation and Control

The final stage in strategic planning is evaluation and control. Evaluation is carried out to assess the effectiveness of the strategies that have been implemented and whether the goals that have been set are achieved or not. If there are obstacles or deviations, educational institutions must make adjustments to the strategies implemented (Gusrianto & Syaifudin, 2023). A good evaluation will ensure that the educational institution continues to grow and is able to achieve its goals in a sustainable manner.

Steps in evaluation and monitoring include: Data and Information Collection, Analysis of Results, Preparation of Evaluation Report, Follow-up.

Strategies for Building Quality Education within the Islamic Education Framework

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The quality of education is one of the determining factors for the creation of quality education in schools, so this will continue to be maintained consistently by the school. However, to maintain the stability of education quality, schools need to make maximum efforts and have strong optimism (Simatupang et al., 2024).

Building quality education within the framework of Islamic education requires a holistic and integrated approach, covering various aspects ranging from human resources (teachers and educators), curriculum development, technology utilization, to the application of a balanced approach between intellectual, moral, spiritual, and social education. Thus, Islamic education not only serves to improve the academic intelligence of students, but also to shape character in accordance with Islamic values.

1.   Improving the Quality of Human Resources

Improving the quality of human resources, especially teachers and educators, is one of the main strategies in building quality education in Islamic education (Juita et al., 2024). Teachers play a central role in the education process, as they are the ones who interact directly with students and are responsible for transferring knowledge and religious values. Therefore, the quality of teachers in Islamic education must be continuously improved.

Some steps to improve the quality of teachers in Islamic education include:

a.   Training and Professionalism Development: Islamic education teachers need to be provided with ongoing training in order to improve their professional and pedagogical competencies (Awaluddin, 2021). This training includes a deeper understanding of Islamic education principles, innovative teaching methodologies and skills in using technology to support learning.

b.   Improving teachers' welfare: One of the factors that influence teachers' performance is their welfare. Therefore, improving teachers' welfare-both financially and emotionally-is an important step to ensure they can work optimally and with dedication (Susiani & Abadiah, 2021).

c.   Improving Teacher Integrity and Personality: Islamic education teachers should be role models in their daily lives. Therefore, training in character development and morals in accordance with Islamic values is essential. Teachers who have good integrity and personality will be more effective in educating students (Sarjana & Khayati, 2017).

2.   Improving the Quality of the Islamic Education Curriculum Based on the Needs of the Times

Improving the quality of the Islamic education curriculum is an important aspect in creating relevant and quality education. The Islamic education curriculum must be able to keep pace with the times and the needs of students, and remain based on valid Islamic principles. A good curriculum will equip students with useful knowledge in both worldly and ukhrawi aspects.

Some things that need to be considered in improving the quality of the Islamic education curriculum include:

a.   Integration of Science and Religion: The Islamic education curriculum needs to integrate religious knowledge with general science. Islamic education must teach that science is not only for the advancement of the world, but also as a means to better understand the greatness of Allah and carry out His commands (Fitri et al., 2024).

b.   Development of 21st Century Skills: The curriculum must be able to teach skills that are relevant to the challenges of the times, such as critical thinking skills, creativity, collaboration, and communication. Islamic education not only teaches knowledge, but also equips students with skills to face an increasingly complex world (Maulidia et al., 2023).

c.   Periodic Curriculum Updates: The Islamic education curriculum needs to be evaluated and updated regularly to ensure that it remains relevant to the development of science and technology. Therefore, it is important to review the curriculum holistically by involving various stakeholders in education (Andriani, 2020).

3.   Utilize technology (Digital Tools and Platforms)

Technology has become an integral part of modern education. In the context of Islamic education, utilizing technology can improve the quality of learning and facilitate access to information relevant to Islamic principles. Technology can be used to support teaching, enrich learning materials, and increase student engagement in the teaching and learning process (Arikarani & Amirudin, 2021).

Some ways to utilize technology in Islamic education include:

a.   Use of Digital Learning Media: The use of learning videos, e-learning platforms and educational apps can help students understand the subject matter in a more engaging and interactive way. For example, the use of digital Qur'an applications equipped with tafsir or hadith commentaries that make it easier for students to learn.

b.   Distance Learning: Islamic education can also utilize technology to conduct online learning that allows students from different regions to participate in learning. This can improve access to education for students living in remote areas.

c.   Digital Islamic Learning Content Development: Developing applications or websites that contain Islamic learning content relevant to daily life can make it easier for students to learn anytime and anywhere. Technology can be used to teach religious values, Islamic history, and other aspects of Islam.

4.   Application of Holistic Approach in Educating Learners

A holistic approach in Islamic education means developing all aspects of learners in a balanced manner, be it intellectual, moral, spiritual, or social aspects. These four aspects have their own objectives which will later be combined in Islamic education, namely intellectual education which emphasizes the development of reason and knowledge to form critical and rational individuals; moral and moral education which focuses on the values of honesty, responsibility, and compassion according to Islamic teachings; spiritual education which strengthens faith and piety through religious learning, worship, and ethics of life; and social education which instills the values of solidarity, empathy, and social responsibility to build harmonious relationships with society.

Holistic Islamic education aims to form individuals who are not only academically intelligent, but also have strong character, solid spirituality, and good social skills.

CONCLUSION

Strategic planning in Islamic education is a systematic process involving environmental analysis, goal setting, strategy formulation, implementation, and evaluation and control. The purpose of strategic planning is to ensure that Islamic education institutions can achieve their vision and mission by considering internal and external challenges. Strategies in Islamic education should include improving the quality of human resources, developing an Islamic values-based curriculum, and utilizing technology to support quality learning. A holistic approach that includes intellectual, moral, spiritual and social aspects is essential in shaping individuals who are not only intelligent, but also have good character and are in accordance with Islamic teachings.

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