

Implementation Of Islamic Boarding School Management Strategy In The Era Of Industrial Revolution 4.0

Rini Susilowati¹, Acep Nurullah², Amrullah³, Ahmad Patih⁴

Universitas Islam Nusantara¹, Institut Agama Islam Depok Al – Karimiyah²,
Kementrian Agama Republik Indonesia³, Institut Agama Islam Depok Al – Karimiya⁴

rinususilo.ppg@gmail.com¹, acep.nurulloh18@gmail.com²,
amrullahkamsari.67@gmail.com³, abahfatih4@gmail.com⁴

Abstract

This research aims to describe the implementation of the management strategy of the training at Baitul Hidayah Islamic Boarding School Bandung in the era of Industry Revolution 4.0. The method used in this research is a qualitative descriptive analysis approach. The selection of informants in this study was done using purposive sampling techniques (sampel bertujuan). Data collection techniques are done by means of observation, interviews, and documentation studies. The phase of data analysis involves data condensation, data presentation, and conclusion. The results of this study show that Pesantren Baitul Hidayah Islamic Boarding School Bandung implemented strategy management through four stages, namely: First, environmental analysis is carried out in two ways: external and internal. External factors are the demand for human resources with increased capabilities in the field of technology, while internal factors are strong leadership commitment. Second, the formulation of the strategy is made by the trainer, Baitul Hidayah Islamic Boarding School Bandung, by formulating the vision, mission, and objectives as well as the strategy of curriculum development. Third, the implementation of the strategy is done to implement the plan that has been made in strategy formulation. At this stage of implementation, there is a learning process that is integrated with technology, i.e., a YouTube-based online review that is carried out every morning; and fourth, an evaluation of the training strategy of Baitul Hidayah Islamic Boarding School Bandung is performed to see if the implementation is in line with the planned strategy formulation. Evaluation is carried out in a number of ways, including in the form of a sudden inspection and other evaluations using a group evaluation system.

Keyword: Strategy management, training, industrial revolution 4.0

INTRODUCTION

The era of rapid development puts and drives humans to adapt to such situations, one of which must be ready to enter the era of industrial revolution 4.0. This era is characterised by digitalization in various sectors of life, which makes humans have to quickly adapt to all-automatic and digital conditions. The 4.0 industrial revolution is now being discussed by many parties, including the government, industry, and corporations. A concrete step by the government through the Ministry of Industry has set out four strategic steps in the face of the 4.0 revolution. First, encourage all Indonesian workers to improve their skills in using technology or integrating Internet capabilities with production lines in industry.

One of the non-formal educational institutions that is very important to adapt its educational patterns to the developments of the times is the Susilowati Institute (2023). Training has a very strategic role in the development of the culture and civilization of the nation in an effort to enlighten the life of the nation (Saepudin, 2022). The phenomenon of development and increasingly strict competition requires training educational institutions to be

able to implement various strategies of superiority in the face of competitors. Strategy management is the right choice in the face of such problems because strategy management is future-oriented management based on internal and external environmental analysis. In today's context, through strategic management, the top leaders in an organisation, especially educational institutions, must be able to formulate and define appropriate organisational strategies so that they are not only able to maintain their existence but also to make the necessary adjustments and changes (Susilowati, 2022). Educational institutions are categorized as non-profit organizations that are not profit-oriented, but they need to be run professionally by a leader who has visionary and transformative leadership. (Susilowati, 2022).

Therefore, it is as if a business body can influence the realisation on the ground as well as how to cope with rapid change. In today's state of affairs, the entire institution, especially education, has been able to adapt to the times. The development of science and technology must be accompanied by the capacity of its human resources. So educational institutions, besides preserving the good values of the past, also provide supplies for the future of their students. On that basis, the transformation has already begun in the surroundings of the gymnasium, both the new ones and the old ones. Baitul Hidayah Islamic Boarding School Bandung became one of the institutions that represented such a transformation. This training is a non-formal Islamic educational institution that impresses graduates not only with their output on religious understanding but also with their digital skills, in particular multimedia programming, Imers, and cyber expertise.

RESEARCH METHOD

The method of research used is qualitative with a descriptive approach to analysis, wherein in this research, the researchers attempt to describe the highest strategy performed by Baitul Hidayah Islamic Boarding School Bandung in its development. (Creswell, 2022). The source of research data is the place, person, or informant as a means of obtaining information. The selection of informants in this study was done using purposive sampling techniques (sampel bertujuan). Ustadz Ruslan became interested in this research because, in addition to being his deputy director, he was also a teacher with whom he was actively involved every day. (Kushendar, 2022). Data collection techniques are carried out through participatory observation, interviews, and documentation studies. In the process of participatory observation, the researchers actively followed the studies carried out at the Bangalore Hidayah Baitul training.

RESULT AND DISCUSSION

Along with the increasingly strict development of the world of education, educational institutions such as madrasas and gymnasiums strive to improve the quality of resources they have in order to be able to compete or survive and not be left behind by the progress of the times. Pesantren is the largest educational institution in Indonesia. (Susilowati, 2022). With all its peculiarities and culture, the demanded trainer is able to innovate with the style and needs of today. Pondok Pesantren is one of the Islamic educational institutions that has a role as an institution that has a special strategy in its application process to make human resources useful to Nusa, nation, and religion. (Susilowati, 2023). Of course, to excel in such competition, the trainer must have a strategy or method for it. Strategy management is a way that can be used in the management of training without going beyond the values of training. Entering the era of the 4.0 industrial revolution, which is identical to technology, information, and artificial intelligence, makes the need for digital expertise inevitable, with almost every aspect touching on technology. Such a situation requires that the graduates of the training camp have to be able to adjust their skills to compete in the world of work (Susilowati, 2022). On the other hand, the Baitul Hidayah Islamic Boarding School Bandung is one of the institutions that is able to see the development of the times because its studies combine religious values with technology.

Baitul Hidayah Islamic Boarding School Bandung has a concept that wants to give birth to graduates who have a strong Islamic spirituality as well as to centri who have the ability in the field of information technology. So when they return to society or to the world of work, IT trainee graduates will be able to compete with formal school graduates and even become primadonas in the job competition with their traineeship background. In strategic management at Baitul Hidayah Islamic Boarding School Bandung, there are several things that are done to achieve the desired results. Among them are environmental analysis, strategy formulation, strategy implementation, and strategy evaluation.

Implementation of Baitul Hidayah Islamic Boarding School Bandung Training Strategy

Once a general strategy is defined and targets set, strategy management is still a long way from the word selai. Leadership and leadership shift the critical new phase of the process of translating the choice of strategy into organisational action (Susilowati, 2022). Implementation of strategy is the process by which management realises its strategy and puts it into action through the development of programmes, budgets, and procedures. (Susilowati, 2022). No matter how good a vision, mission, and strategy are, if they are not implemented, of course they will not mean anything to the development of the organization. In implementing

the planned programmes of activities, the manager of Baitul Hidayah Islamic Boarding School Bandung prepares a daily schedule of activities as part of the management of the institution. Santri's ability to carry out activities is determined by the number of hours of activity. The activities of the practitioner are implemented in social activities, both through the active role of the community and through the practice of Islamic Shariah, such as the prayer of the early jamaah, which is indirectly a charitable prayer. (dakwah dengan perbuatan). The socio-economic aspects of Baitul Hidayah Islamic Boarding School Bandung training are carried out in the presence of internship programmes in several companies, both UMKM and large companies, with such activities directly participating in helping the economy of the community by participating in developing the economy. The third aspect is education. Training is part of the current national education system, and educational activities include learning, which is one of the characteristics of Indonesian education. The three training activities were presented by Baitul Hidayah Islamic Boarding School Bandung in several programmes, including a digital skills development m, an Islamic s Islamic science learning programme, and extracurricular programmes.

In a six-month learning process, the curriculum of the program cannot be equated between one program and the other. Some programmes require only one month to complete all the learning material after the direct practical activities, for example, the Imers ram. This programme is one of the ones that, in its activities, needs more practice. In developing the programme, the trainer Pondok IT Bandung gave money to the head of the field of the programme, Imers, to be able to practice directly in the world of work based on the given capital. With this kind of learning, the desire of the Hidayah Temple trainer is to have the capital with which the centurion can survive and make a profit. Besides, it is hoped that he will have a strong mental capacity so that he is ready to face the world of work. (Ruslan, 2023).

Evaluation of the Education of the Instructor of Baitul Hidayah Islamic Boarding School Bandung

Strategic evaluation in strategic management is an effort to monitor the results of the formulation and implementation of strategies, including measuring the performance of organizations and taking improvement measures if necessary. In essence, the evaluation and control process evaluates the activities of the company by comparing the actual performance with the desired performance. (Susilowati, 2020). Through the evaluation activities, the leader will know to what extent the program made in the formulation of the strategy is running well

or not, so there is continuous improvement. Overall, Baitul Hidayah Islamic Boarding School Bandung trainers perform evaluation and monitoring of the program on a regular basis, both daily, weekly, and monthly. In addition to the routine evaluation of the dream, Baitul Hidayah Islamic Boarding School Bandung often performs sudden inspections as a form of leadership supervision of the sustainability of the planned programs, including giving motivation and checking the necessary reports. (Ruslan, 2023). In this case, the evaluation performed by the Baitul Hidayah Islamic Boarding School Bandung trainer is classified into two types, namely, based on time and based on the program. Evaluation based on time: to evaluate the activities of the programs that exist in the Baitul Hidayah Islamic Boarding School Bandung, the manager of the training creates the concept of evaluation of the existing programs with the daily evaluation program. These evaluation activities are very efficient and effective in monitoring every activity carried out by the centers, whether they have achieved the desired goals or need improvement. The process of the daily routine evaluation program made by the manager of Baptist Hidayah Bandung involves dividing the center into several groups; each group consists of five people.

Each member of the group has the responsibility of monitoring the fellow members of his group based on assigned ideas, i.e., discipline, religion, IT program, extracurriculars, and others, to report to the manager how the center activity went on that day, whether in accordance with the rules of the cottage in force. The manager of the cottage just prepared the paper to write down all the records of what was evaluated by each group. The activities are routinely carried out by the manager of the Temple of Hidayah to ensure the continuation of learning goes smoothly. This concept is very well done because it makes surveillance more efficient and effective. Good control will produce highly effective evaluation material for determining the sustainability of the programs in the Temple of Guidance. This weekly evaluation is an accumulation of the daily routine evaluation of each group of clergy. After this evaluation is done, the manager will determine which group will receive punishment or reward for the performance performed in the teaching excellence at Baitul Hidayah Islamic Boarding School Bandung. The impact of this evaluation is that the clergy will obey the rules and insert the values that form the foundation of the Bandung Hidayah Temple. Evaluation Based on the program, the manager of Baitul Hidayah Islamic Boarding School Bandung conducted an evaluation of existing programs, both religious and IT. Evaluations of religious programs were carried out to see how far the program was running as well as any obstacles that prevented the smooth operation of activities. From the results of the evaluation, information will be obtained for the improvement of the program in the future. (Saepudin, 2022). Similarly to the evaluation

of religious programs, in the assessment of information and technology programs, each center will be evaluated on their ability to master the field they are studying. With this evaluation, the manager in this case will get information about the center's capabilities so as to determine the future decisions to be taken for the learning improvement process.

CONCLUSION

Baitul Hidayah Islamic Boarding School Bandung indirectly uses the concept of implementation of management strategy in the party management. Analysis in looking at strategic management of Baitul Hidayah Islamic Boarding School Bandung uses Kushendar theory, which divides the phases of management of strategy into several stages, namely: First, environmental analysis is carried out in two ways: external and internal. The external factor is that the demand for human resources that have the ability to work in the field of technology is increasing, and the environmental conditions are very supportive. Whereas the internal factor is a strong leader's commitment and the concept of creating a center that has strong technological ability and the ability to understand Islamic religion. Second, the formulation of the strategy is made by the trainer, Baitul Hidayah Islamic Boarding School Bandung, by formulating the vision, mission, and goal first, then presented in the form of a strategy development curriculum. Third, the implementation of strategy is done to implement the plan that has been made in formulation strategy. Implementation of the learning program of technology and information is carried out with direct guidance by mentors who are already experienced. The first six-month stage is the giving of theory as well as tips and tricks for mastering the material, followed by the program of internships in the company and job placement. Fourthly, an evaluation of the Baitul Hidayah Islamic Boarding School Bandung training strategy is needed to determine whether the implementation is in line with the planned strategy formulation. Evaluation is carried out by the hostel manager in several ways. Among others is evaluation, which is the nature of a sudden inspection of the leader; other evaluation is by using a group evaluation system.

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