Quality Education Management Scholarship Based: Study Case Study of Model Smart Exelensia Indonesia

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Abstract:- To help the lives of poor people become better by educating their children who have academic achievements, attending quality education by providing scholarships to them, scholarships are given by following the selection conducted by Mitra Dompet Dhuafa in every province in Indonesia.

This quality education funding is fully funded by Dompet Dhuafa, covering the cost of education, accommodation, consumption, health while attending education organized by SMART Ekselensia Indonesia.

The study was conducted descriptive descriptive method, by going to the place of education to conduct interviews with the principal, the teachers and the students' children, besides conducting a questionnaire. As well as observing students, what facilities are owned by the educational institution.

From the results of the research conducted there is a difference in the recruitment of students conducted by Smart Ekselensia Indonesian educational institutions, namely they recruit students through Dompet Dhuafa partners throughout Indonesia with full conditions and certain provisions come from underprivileged children and have academic achievements.

Keywords: Education, Model, Quality, Recruitment

I. INTRODUCTION

The weight of the burden on the lives of people who can not afford, workers generally meet the needs of life, for that workers always do a demonstration every May 1 as well as the commemoration of world labor day known as MAY DAY.Liputan6.com, Jakarta, - 30 thousands of workers will do long march on Labor Day or May Day on May 1, 2018, there are 35 organizations that will be involved¹. They demanded to increase welfare. Low income makes it difficult to make ends meet.

The era of globalization has had a double impact; beneficial impacts and adverse impacts. The beneficial impact is providing opportunities

broadest cooperation to foreign countries. But on the other hand, if we are not able to compete with them, because Human Resources (HR) are weak, then the consequences will be detrimental to our nation.² one way out of poverty is to

provide quality education for their children, so that they can change the destiny of their families in the future, and get better jobs and more income for their families.

From various explanations about poverty (dhuafa) there is a view that; misfortune, physical weakness, disability, victims of violence and others are factors that cause individuals or communities to be poor. In addition, this awareness is also widely shared by traditionalist Muslims who believe that poverty is God's provision and plan. In this context, poverty is considered as a test of faith, to measure the level of faith that Muslims have. The theological root of this view rests on the Sunni concept of predeterminism or destiny, namely God's provisions and plans long before nature was created.

Second is the naive awareness which sees the human aspect as the root cause of the problem of poverty in society. According to this awareness, issues of ethics, creativity and "need for achievement" are considered as determinants of social change. So in analyzing poverty they are of the opinion that the poor are due to their own mistakes, that is because they are lazy, do not have an entrepreneurial spirit, or do not have a culture of development and so on. Therefore, poverty occurs due to human error, and is not related to the existing system and structural

In addition, the study of Sufime's high fanaticism on the teachings of Sufism in evoking the spirit of achieving "worldly happiness" is not given much attention. Financial wealth is considered to be a barrier in the search for true happiness. Consequently, the pesantren world economy has finally become "erratic"

Based on the above three views, the author agrees with the view that poverty is due to the individual itself, therefore it is necessary to have an intervention in the form of education costs. So that poor children can enjoy a good education in other words quality education.

a. Understanding Education

Education comes from the word "educator" which gets the affixes 'pe' and 'an'. In the Big Indonesian Dictionary, students have the meaning 'nurture and give training on morals and intelligence. While the definition of education itself is the process of changing attitudes and behavior of a person or group of people in an effort to mature humans through teaching and training efforts. Whereas schooling

https://www.liputan6.com/news/read/3492254/may-day-30-ribu-buruhunjuk-rasa-ke-istana-negara; 30 Des 2018: 17:30

² Armai Arief; "Reformulasi Pendidikan Islam", cetakan Pertama (Penerbit; CRSD, Jakarta, tahun 2005) h.4

according to the English dictionary is a meaningful noun; "Education received at school"³

Education deals with the broad function of maintaining and improving the life of a community, especially bringing new citizens (new generation) to fulfill their obligations and responsibilities in society. This idea was put forward by Prof. Richey in his book 'Planning for teaching, an Introduction to Education.' A learning system through practice or learning through experience and participant experience is a good starting point for the learning process.⁴

Education is a conscious and planned effort to create an atmosphere of learning and learning process so that students actively develop their potential to have spiritual spiritual strength, self-control, personality, intelligence, morals, nobility and the skills needed by themselves, society, nation and country.⁵

Teaching is an activity to convey information or messages that contain cognitive aspects, effective aspects and psychomotor aspects to people who learn, so the teacher can transfer the message he has to students. In learning to organize learning activities so that they can be arranged well, the teacher can pour their professional abilities in accordance with class, material, student conditions and learning environment. Middle School teachers are required to be responsible and consistent with their main tasks, such as in teaching and learning, having cognitive strategies that can foster the ability to organize, manage and teach students to be creative. To improve and develop capabilities that illustrate teacher productivity, it is also necessary to be equipped with adequate learning facilities such as laboratory, reference books or at least a library that⁶ complete that can be used for all students to support the implementation of learning.

From the two explanations and definitions above, it can be interpreted that education must be holistic through a process so that students can be independent and creative to develop themselves who have noble character.

In Islam the term education is believed to originate from the Arabic language that is tarbiyah, and is different from ta'lim which means teaching in English. The two terms (tarbiyah and ta'lim) are different from the term ta'dib which means the formation of actions or manners targeted at humans. That education with all its totality in the context of Islam, inhern in the connotation of the terms tarbiyah, ta'lim and ta'dib which

must be understood together⁷. From the two explanations above, it is reflected that education is shaping human behavior in order to have different character, becoming better in life behavior. The role of the teacher can hardly be replaced by others, especially in a multicultural and multidimensional society.⁸

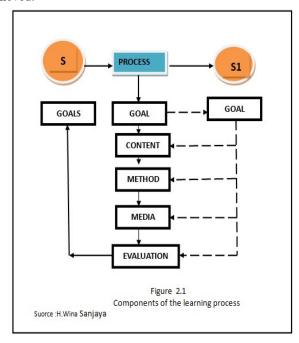
According to the National Education Law No.20 of 2003 article 1 paragraph 1) Education is a conscious and planned effort to create an atmosphere of learning and learning process so that students actively develop their potential to have religious spiritual strength, self-control, personality, intelligence, noble character, as well as the skills required by himself and the community, nation and state.

Reading is done by all means according to the capabilities and facilities of reading is an initial and ongoing educational effort, through education, humans will gain knowledge, and with this knowledge humans are expected to be able to build a better existence in their lives⁹

b. The learning process

The successful learning process is to follow the following process;

In Figure 2.7, it looks like where you want students to be taken, what students must have, all depends on the goals to be achieved.



³ John M.Ehol and Hassan Shadily "Kamus Inggris Indonesia" Cetakan XXIV (PT.Gramedia, Jakarta, 1997) h.504

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⁴.Kementerian Ketenagakerjaan Republil Indonesia, "Kesetaraan dan Non Diskriminasi di Tempat Kerja di Indoensia, Buku Panduandan Latihan untuk Pelatih", Jakarta, 2015

⁵ Aan Hasana, "Pendidikan Karakter Berperspektif Islam", Cetakan Kedua, Edisi Revisi, (Penerbit; Insan Komunika, Bandung, 2013) h.24

Sri sugiyarti 1) Alwi Suddin 2) Ernawati 3), "Pengaruh Kepepmimpinan , Disiplin , dan Kompentensi terhadap Prosuktivitas Kerja Guru dengan Loyalitas Sebagai Variabel Mediasi pada SMP Negeri 4 Surakarta"; http://www.e-jurnal.com/2016/12/pengaruh-kepemimpinan-disiplin-dan.html; 04/08/02017; 10:16

⁷ Aan Hasanah, *Ibid*

⁸ Eka Prihatin Disas ;"*Analisa Kebijakan Pendidikan Mengenai Pengembanga dan Peningkatan Profesi* "http://ejournal.upi.edu/index.php/JER/article/view/8251; 26 September 2017; 19:58

⁹ H.Malik Zuhri: "Politik Pendidikan Nasional, Manusia Berkualitas, dan Kesejahteraan sosial, Merupakan Tiga Mata Rantai yang Tak Terputuskan";http://ejournal.kopertais4.or.id/pantura/index.php/cend ekia2/article/download/621/421: 27 Maret 2017; 17;11

In accordance with the content standards, the curriculum that applies to each education unit is a competency-based curriculum. In such a curriculum, the objectives can be achieved are a number of competencies that are reflected both in basic competencies and in competency standards.

According to W Gulo, the term competency is understood as competency. According to him, that ability can be seen and unseen abilities. The ability to appear is called performance. Performance is a display in the form of behavior that can be demonstrated so that it can be observed, seen, and can be felt. The invisible ability is also called rational competence, which is known in bloom taxonomy as cognitive, affective, and psychomotor abilities. The two competencies are interrelated. Performance ability will develop when social ability increases the content or subject matter is the second component in the learning system, in certain contexts the subject matter is the core of the learning process. here required the ability of teachers to be able to master the subject matter(subject centered teaching). The teacher's role and task shifts from the role as a learning resource to a role as a manager of learning resources.

II. QUALITY

a. Definition of quality

Quality is conformity to market needs, suitability of product use to meet and customer satisfaction, total customer satisfaction, as required or standardized¹⁰

Implementation of quality has two main aspects, namely meeting customer demands and both production in accordance with standards. In addition to assessing the quality of graduates is very diverse and complex between one another in the same group of graduates. That simple assessment is that if graduates can be accepted to work according to their scientific fields and / or are accepted at leading tertiary institutions for those who continue their studies, the educational institution is considered to be of good quality¹¹

so good quality is a quality that exceeds the quality standards set.

The concept of quality is often considered a relative measure of the goodness of a product or service consisting of quality design and quality of suitability. Design quality is a function of product specifications, while quality is a measure of how far a product meets the requirements or quality specifications that have been set.

A quality education process if all components of education are involved in the education process itself. Kamisa said "quality referred to in the education perspective is quality in a relative concept, especially related to customer satisfaction. There are two education customers, namely internal and external

customers. " Quality education if internal customers (principals, teachers and school employees) develop, both physically and psychologically, while external customers, namely: (1) external primary (learners), (2) external secondary (parents, government leaders and companies), and (3) tertiary external (labor market and the wider community). 12

According to Hari Sudrajad, quality education is education that is able to produce graduates who have the ability or competence, both competencies academic and vocational competence, which is based on personal and social competence, as well as noble moral values, all of which are life skills. Sudrajad further stated that quality education is education that is able to produce complete human beings (plenary human beings) or humans with integrated personalities, those who are able to neutralize faith, knowledge, and charity. ¹³

b. Professional competence

The quality of education in addition to being determined by the quality of students is certainly followed by educators who have quality competencies as well, for that professional competency is as follows;

- 1) Specialist abilities, consisting of abilities:
 - mastering skills and knowledge
 - use tools and equipment perfectly
- 2) Methodic ability, consisting of the ability to:
 - collect and analyze information
 - · evaluating information
 - work goal orientation
 - works systematically
- 3) individual ability, consisting of the ability to;
 - always take the initiative
 - can be trusted
 - · highly motivated
 - have high creativity
- 4) social ability, consisting of the ability to;
 - have good communication with all parties
 - can work in groups
 - can work well together

secara umum, kriteria profesi "Profesional" harus memiliki tiga basic kependidikan ;

a) menguasai teori-teori belajar mengajar, karena guru orang yang sangat berpengaruh dalam proses pembelajaran.

Deden Makbullah, "Pendidikan Islam dan Sistem Penjaminan Mutu Menuju Pendidikan Berkualitas di Indonesia", Cetakan Ke-1, (Penerbit PT. Rajagrafindo Persada, Jakarta, 2016) h.32

¹¹ Deden Makbullah, ibid

Fandy Tjiptaono & Anastasia Diana," Total Quality Management (TQM)" edisi revisi, (Penerbit Andi, Yogyakarta, 2001) h.2

Arddi Al-Maqassary , "Pengertian Mutu Pendidikan", http://www.ejurnal.com/2014/02/pengertian-mutupendidikan.htmldiunduh 11 oktober 2017; 22;25

b) the teacher must be smart, because if the teacher is not smart it will be fooled by his students. As someone who has a share in the intellectual life of the nation, teachers must really bring their students into people who have a comparative advantage in the global context and respond to the challenges of the times.

c) In their work the teacher is entitled to receive an honorarium or salary in accordance with his sacrifice. 14

Thus the quality of education plays an important role in preparing superior human resources to win competition with other nations in the world in order to prosper the people of Indonesia.

c. The Concept of Management of Education Quality Standards

In operational quality education must have educational infrastructure and advice, competent students in accordance with the field of academic subjects and school managers who have the skills (expertise) in leading schools.

Islamic education institutions can be categorized as noble industry institutions (noble industry) because it carries a dual mission, namely profit as well as social. The profit mission, which is to achieve profits, can be achieved when the efficiency and effectiveness of funds can be achieved, so that income (income) is greater than operational costs.

Total quality management is an approach in running a business that tries to maximize the competitiveness of an organization through continuous improvement of its service products, people, processes and environment.¹⁵

Social mission aims to pass down and internalize noble values. This second mission can be achieved maximally if the Islamic educational institutions have adequate human-capital and social-capital models and also have a high level of effectiveness and licensing. That is why managing Islamic educational institutions is not only required by high professionalism, as well as the mission of the sacred and mental abundance, as well as managing other noble industries. ¹⁶ Quality education must have a minimum standard to produce quality output (students) so that it can achieve the targets set by educational institutions. In organizing quality education, education providers

As in Government Regulation number 19 of 2005 concerning National Education Standards (SPN) in article 2 paragraph (1) content standards; (2) process standards; (3) graduate competency standards; (4) standards of educators and education personnel; (5) standard of facilities and

infrastructure; (6) school management standards; (7) financing standards, and (8) education assessment standards.

In maintaining quality education, education quality assurance needs to be obtained in accordance with article 91 of the Republic of Indonesia Government Regulation on National Education Standards, namely; paragraph (1) Every education unit in the formal and non-formal channels is required to carry out education quality assurance; Article (2) Quality assurance of education as referred to in paragraph (1) aims to meet or exceed national education standards; Article (3) Quality assurance of education as referred to in paragraph (1) shall be carried out in stages, systematically and planned in a quality assurance program that has clear targets and time frames.

Seeing this Republic of Indonesia government regulation, it is clear that quality education must obtain certainty in the ongoing education process and targeted education improvement program according to the stipulated plan.

d. Success Factors for Quality Management in Education:

First, strong leadership, all elements of the leadership must support the application of a quality management philosophy. The quality of education will be realized if carried out as a whole, not departmental.

Second, continuous system improvement. The system is a series of processes that are unified and related to one another, in educational institutions the system starts from the recruitment of employees (educational staff and administrative staff) and the student acceptance system, the system must hold quality guidelines is number one (quality first).

Third, the statistical method, which is meant here, that every person who carries out quality management must have the courage to speak based on data or facts. So the quality, not only measured qualitatively, but quantitatively.

Fourth, have a shared vision and values. Vision and value together means agree. Agree to be quality as the way of life.

Fifth, messages and behaviors are consistently conveyed to customers, according to Edward Sallis that various factors influence the quality of education;

- 1. Curriculum design
- 2. Infrastructure and maintenance advice
- 3. Learning environment
- 4. Systems and procedures
- 5. Staff resources and development

According to Ariani, quality management for the education sector is related to several aspects, namely;

- 1. Curriculum
- 2. Use of resources
- 3. Cost management
- 4. The use of technology
- 5. Learning
- 6. Cooperation relationships with other sectors

¹⁴ Armai Arif, Op. Cit.

¹⁵ Fendy T & Anastasia D. Op.Cit

Muhaimin; Suti'ah, Sugeng Prabowo, "Aplikasinya dalam Penyusunan Rencana Pengembangan Sekolah Madrasah," Cetakan ke-3, (Kencana Prenada Media Group, Jakarta, 2011) h.5

7. Problems with government regulations¹⁷

To ensure quality assurance of government education, through the Republic of Indonesia Government regulation No. 13 of 2015 concerning changes to the Republic of Indonesia Government regulation number 19 of 2005 concerning National Education Standards, article 92 paragraph (5) BAN-S / M and BAN PAUD and PNF provide recommendations for guarantees and / or an accredited education unit, and to the Government and regional governments. And article (6) LPMP supervises and helps education units at the level of primary and secondary education in order to guarantee the quality of education.

It can be ensured that the quality of education produced from the management of an education has a quality in accordance with stakeholder expectations and even exceeds national education standards.

And article 6 paragraph (1) states the curriculum for general, vocational, and special types of education at the level of primary and secondary education consists of (1) groups of religious subjects and noble characters, (2) groups of subjects of citizenship and personality, (3) science and technology subject groups, (4) aesthetic subject groups, and (5) physical, sports and health subjects groups. ¹⁸

For this reason, educational institutions must have minimum operational standards that lead to graduate competencies, and students have faith and noble character.

Although there are no universally accepted definitions of quality, from the definitions there are some similarities, namely in the following elements;

- Quality includes business meeting or exceeding customer expectations.
- Quality includes products, services, people, processes and the environment.
- Quality is an ever-changing condition (for example what is considered current quality may be considered inferior in the future. 19

Changes in student behavior should be done calmly and carefully and focus, corrected should be able to accept constructive criticism in terms of transfer of knowledge to students, and can be interpreted that there should be a group of people who care to give change someone.

e. Quality Measurement

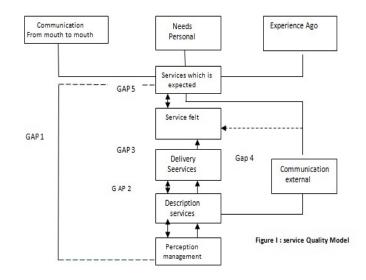
In addition to cost calculations, quality can be measured through consumer research on customer perceptions of the

Peraturan Pemerintah Republik Indonesia nomor 13 Tahun 2015 Tentang Perubahan Kedua atas Peraturan Pemerintah Nomor 19 Tahun 2005 Tentang Standar Nasional Pendidikan.

Peraturan Pemerintah nomor 19 tahun 2005 tentang Standar Pendidikan Nasional(SPN)

¹⁹ Fandy Tjiptono & Anastasia Diana, "*Total Quality Management (TQM)*"; edisi Revisi(Penerbit Andi, Yogyakarta, 2003). h.3

quality of a product or company. The consumer research uses a variety of methods, for example complaints and suggestion systems, ghost shopping, lost customer analysis, and customer surveys. The dimensions that can be used are diverse, among which are the dimensions proposed by David Garvin for product quality and dimensions of parasuraman and friends for quality of service. Basically, the measurement of the quality of a service or product is almost the same as the measurement of customer satisfaction, which is determined by the perceived expectation and performance variables (Perceived performance)²⁰



Source : Fandy T & Anastasia D

- 1) Gap between consumer expectations and management perception
- 2) The gap between management's perception and service quality specifications, maybe management is able to feel exactly what the customer wants, but the management does not set a certain performance standard.
- 3) Gap between service quality and service delivery
- 4) Gap between service delivery and external communication
- 5) Gap between suggested services and expected services. This gap occurs when consumers measure company performance or achievement in different ways and incorrectly perceive the quality of the service.²¹

f. Deming cycle

This Deming Cycle was developed to connect the production of a product with customer needs, and focus the resources of all departments (research, design, production, marketing) in a cooperative effort to meet those needs.

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²⁰ Fandy T & Anastasia D, ibid.49

²¹ Fandy T & Anastasia D, ibid

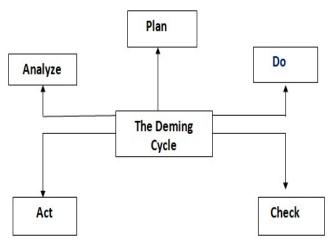
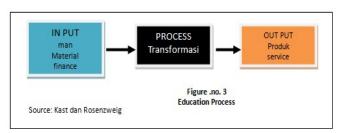


Figure 2: Siklus Deming

The stages in the Deming cycle consist of;

1) Carry out consumer research and use it in product planning (Plan) 2) Produce products (do) 3) Check whether the product has been produced according to plan (check) 4) Market the product (act) 5) Analyzes how the product is received in the market in terms of cost quality, costs, and other criteria (analyze)



From picture no. 3 it can be seen that one of the elements in the world of education is prospective students (raw matrial) who have certain standards, in the admission process of course they have the standard quality standards for raw matrial.

g. Management functions

illustrates the process of how managers use to attain organizational goals through the functions of planning, organizing, leading, and conrolling.²²

III. PURPOSE

What is the pattern of acceptance of educational participants at the Indonesian Ekselensia SMART scholarship-based. Intelligence and students are one of the keys to success in quality education, for that we need a good recruitment that has strict requirements so that in following education can easily absorb the lessons given.

IV. RESEARCH METHODS

The study was conducted by a discrete qualitative method and using SWOT Analysts, SWOT Analysis (Strength, Weaknesses, Opportunities, Threats) used to identify various factors

systematically to formulate corporate strategies (educational institutions). The strategic decision making process is always related to the development of the company's mission, goals, strategies and policies. Thus strategic planning must analyze the company's strategic factors (strengths, weaknesses, opportunities, and threats) in the current conditions.²³

V. RESEARCH LOCATION

Research conducted by Smart Ekselensi Indonesia, the Dompet Duafha Education Foundation, Parung, Bogor, West Java, which is a scholarship-based private educational institution, plays an active role in developing high quality human resources with noble qualities.

VI. SUBJECT

This research is motivated by the social conditions of people who are less able to educate their children, who have academic achievements where they are not able to get such quality education.

VII. DATA AND DATA SOURCES

The data is taken purposively and is snowball sampling, and the determination of temporary data source data is obtained from primary data and secondary data. And data sources from library studies and interview results and field observations

VIII. DATA COLLECTION TECHNIQUES AND PROCEDURES

Data collection techniques from the results of participant observation, in-depth interviews, documentation and literacy studies, in the case of observations conducted observations of educational facilities and infrastructure, students and educators, then conducted interviews with the school in charge of Mr. Yulianto, Mr. Ahmad, Riduan the headmaster of high school and educators and administrators.

IX. DATA ANALYSIS TECHNIQUES

Data analysis techniques are carried out in conjunction with data collection, carried out in two stages, first doing grandtour and minitour questions, and domain data analysis. The second stage determines the focus, with the technique of collecting minitour question data, data analysis is carried out with

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²² Richard L. Deaft; "New Era of Management" ;Elventh Edition; (Production Service; MPS Limited, 2014) h.7

Puspita Rokhmawati "Analisis Penilaian Prestasi Kerja Pegawai "https://journal.unnes.ac.id/nju/index.php/jdm/article/download/2421/2474; 30 Maret 2018; 21:31

taxonomic analysis, then selection, structured questions, conducting data analysis and analysis of cultural themes.

a) Education Costs

To get quality education, education funding standards are needed, for that education carried out by Indonesian Ekartensia SMART provides scholarships to all students who come from the underprivileged throughout Indonesia by recruiting students through Mitra Dompet Dhuafa in every province of Indonesia

b) Location of Dompet Dhuafa Educational Institution

The Indonesian Dhuafa SMART Dompet Ekselensia Educational Institution is located on Jalan Raya Parung - Bogor KM 42, Jampang-Kemang, Bogor-Java, established on a land area of 12,715M with details of the Main building area of 11,324M2 and pavilion area of 1,391M2, while the land for soccer fields is separate and the extent of is 12.156M2 separated by kalisuren, this land belongs to the village of kalisuren, which is still in Bogor Regency

c) Acceptance of New Students

The recruitment of SMART Ekselensia students has a number of requirements and criteria which are rigorously screened through Mitra Dompet Dhuafa in various provinces in Indonesia, with the criteria for prospective new students as follows;

- a) Has academic achievements.
- b) Complete the administration,
- c) Take academic tests, including; 1) Mathematics, 2)
 Language and writing, 3) Islamic Education, 4)
 Personal data
- d) Physical tests, conducted in the Dompet Dhuafa network throughout Indonesia

The results of student recruitment carried out by Mitra Dompet Dhuafa throughout Indonesia, which have passed the selection process carried out by Mitra will be delivered to Jakarta by airplane or bus.

Mitra Dompet Dhuafa in every province in Indonesia conducts counseling and recruitment, this is very helpful in facilitating the implementation and recruitment of prospective students each year.

d) The role of the SMART Partner

The function of the SMART partner is to screen prospective high-achieving students from dhuafha children throughout Indonesia.

Which has a function:

- 1. Select prospective new students in their working area
- Take students who pass the selection to the place of education
- 3. Pick up students on vacation
- 4. Provide student development information to students' parents

e) Human Resources (teacher)

All learning and teaching activities for students currently number 175 men, supported by 34 teachers and 6 boarding house teachers / supervisors who are qualified human resources with S1 and S2 backgrounds.

f) Psychological Assistance

Since the learning program is very intensive, effective psychological assistance is needed. For this reason, in addition to the Counseling Guidance (BK) teacher and boarding guardian, psychologists are also provided who will run the mentoring program individually.

g) Graduation

100% (one hundred percent) graduation of students each year with 93% UMPTN achievements are accepted at State universities, the rest is repeated again the following year by providing further debriefing.

X. CONCLUSIONS

From the results of the research conducted and the discussion and results of the analysis concluded as follows:

- 1. To educate the children of the twofha who have academic achievements to participate in quality education, funding from the concern of the Muslim community through the Dompet Dhuafa institution needs to provide scholarships.
- 2. Recruitment patterns of new students conducted by SMART Ekselesnia Indonesia through Mitra Dompet Dhuafa throughout Indonesia with certain academic values, then conducted physical tests and afterwards a survey of the environment of prospective students by observing the habits of prospective students through information is asked to the neighbors and community leaders. around the residence about the habits of prospective students daily before and after school. And a letter of agreement from parents, prospective students are delivered by Partners to Educational Institutions

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