MADRASAH ISTIQOMAH SAMBAS:
AN ISLAMIC EDUCATIONAL INSTITUTIONS THAT PHENOMENON
COMPETITIVELY

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Abstract

Today, we see and observe a lot about the management of an educational institution that is equivalent to an industry or corporate management. Educational institutions have been managed as like an industry or a company, involving measures such as: positioning, branding management, marketing management, strategy dominate the market, school promotional strategies in order to achieve customer satisfaction and others.

It becomes critical implemented by the institution, if you wish to obtain a place in the hearts of the people for the sympathy even obtain a fanatical customer so that institution fly and have a competitiveness.

To achieve Islamic educational institutions that have competitiveness and competitive advantage, MI Istiqomah Sambas using 5 (five) Formula, namely: a). Positioning, 2). Differentiation, 3). Branding, 4). Big Name School Building Strategies and 5). The application of TQM (Total Quality Management).

Is an institution of basic Islamic education called Islamic Elementary School Istiqomah Sambas in Purbalingga, Central Java, Indonesia, which has tried to market strategies and marketing as well as professionally managed and supported by the head of the school, along with teachers who have the competence and administrative personnel formidable, facilities and infrastructure, has to prove its existence even excellence, won many championships, both local, regional and national level.

Keywords: Market Strategy, Positioning, Differentiation, Competitively
A. INTRODUCTION

The Institute of management education is an important and significant factor in the achievement of the quality of education and purpose of a corporation. With the leadership skills possessed by a leader to be able to mobilize and influence others in order to achieve a common goal. Therefore a significant role, then a leader is expected to have advantages and should be more quality and different than the subordinates.

In fact, the qualities required to become an effective leader also needs quality subordinate. Because, without a qualified subordinate, the leader will go lame. Subordinate credible work with enthusiasm, dynamic, creative and have a high commitment to the job and the organization. (Isjoni, 2007: 21)

Organizations are viewed as containers of all forms of activities, includes four components: administration, management, leadership and human relations, the four series that can not be separated. Administration is the skin of the management, while the management is the core of leadership (leadership) and human relationships are the essence of leadership. (Soegito, AT, 2010: 6-7)

In the framework of the study of management and leadership in Islamic Elementary School Istiqomah Sambas Purbalingga, has done research, by conducting a series of observations and interviews in order to photograph the management were implemented in Government Elementary School Istiqomah Sambas Purbalingga, which were the Institutions basic Islamic education to students The Purbalingga even in Java Central today.

MI is located at Jalan Sambas Istiqomah AW. Soemarmo 52 A Purbalingga. Madrasah is included in the city of Purbalingga, or less over one kilometer north plaza Purbalingga. Madrasah is located at a very strategic location and easily accessible by public transportation and a variety of other transportation means. Coolness, comfort and beauty is very pronounced in this madrassa, given its location in an area far from the noise of traffic and industry. Spatial managed with a touch of
artistic values make this madrasah more comfortable, conducive and representative as a place of education.

Madrasah is adjacent to the expanse of open green space in the form of agricultural land owned by the local government district and coolness oksiginasi Purbalingga so this place is well assured. Public facilities can also be reached easily from these madrasas such as health centers, pharmacies, transportation, communication facilities, religious facilities and ease of access to relevant government agencies.

Research conducted by the author on November 5, 2015 until February 5, 2016 ago, through which the primary source of Sambas Elementary Principals, Teachers, Parents, observation and literature study and documentation. include: Vision and Mission leadership, work programs, strategies achieve the program, how supervision and carry out the evaluation of the program, as well as the results of the implementation of education programs in MI Istiqomah Sambas Purbalingga.

**B. LITERATURE**

In the last two decades, many educational institutions have stated as an institution that is equivalent to the industry or corporation, then the approach is market or marketing strategies.

Is Edward Sallis who has pioneered the approach to improving the quality of education through the services of 'intangible' is the corporate approach or the education industry.

Initially brand (brand) as monopolized by companies, entrepreneurs or business people. They make the brand as a mainstay to convey thecharm of its products. Management of the company has always tried to deliver its products through a variety of means, advertisements, brochures, and event activities. One aim is to introduce a brand or product. (Mulyana AZ: 2012)
Marketing strategy summarized by Phillip Kotler is: AIDA, Namely: Awareness, interest, Desire will give birth to Action.

Awareness of how to build awareness about the importance of product produced and the needs of each person, interest: the growing awareness of a product that will give birth to desire, because there is a sense interest of the charm of the product. Of keen desire desire it would appear that peaked or very anxious, that desire will bring forth action or action. (Kotler: 2009)

Imam Robandi in Mulyana states that: three principles in marketing strategies are: Positioning, Differentiation and Branding (GDP) is an absolute concept of structuring and management of modern school (Mulyana, 2012: vii). Besides, the next step is a big name school building strategy and management of the institution with Total Quality Management or Quality Management.

1. Positioning

Intelligence defines Positioning, Differentiation and Branding school is a "Smart Way" raising the school. Positioning is an attempt to influence the minds of consumers by offering school or company. Positioning aims to direct customers to be interested in our school (Mulyana, 2012: 1)

Meaning of positioning by Al Ries and Jack Trout is: "positioning is not what you do to a product, positioning is what do to the mind of the prospect, that is you position the product in the mind of prospect"

The point positioning is to place our product and brand in the minds of customers. By this definition Ries and Jack Trout says that the marketing war is not located in the market, but in the minds of customers. (Al Ries and Jack Trout, 1988)

Meanwhile, according to Hermawan Kertajaya in "On Positioning", said: The strategy to lead your customer credibly, means directing your customers in a credible manner. Positioning is an effort to build and gain the trust of customers. The more
credible in the eyes of your customers, the more solid your position anyway (Hermawan Kertajaya, 2007)

2. Differentiation

Differentiation or differentiation mean the difference or activity that is somewhat different to what other people have done in order to strengthen the positioning and increase the value of branding. This means that in conducting marketing strategies, especially school marketing, you should not do a marketing strategy that has been done by many other schools. In school promotion school marketing team should be able to create different strategies with other schools. Differentiation can bring excellent value to customers, and they are increasingly interested in the products offered. (Mulyana, 2012: 20)

Phillip Kotler says that differentiation can be done by (1) the product (features, performance, design) (2) Service include: speed, conv han, delivery time, empathy, etc., (3) channel, includes: channel coverage, the abi ladies selling, customer service, etc., (4) people, capabilities, work culture, skill.

3. Branding

Keller (2003) states that the American Marketing Association (AMA) called brand or a brand name term, sign, symbol or design to identify the goods or services. Brands are used for: (a) simplify product search, (b) organize the records inventory, (c) protection of the law, (d) indicates the quality, (e) securing a competitive advantage, as well as barriers for competitors.

Wherever possible big-name school can be born into a new brand that is able to deliver and lead potential customers or prospective parents became interested in the schools that already have branding.

2. Name of the School Building Strategies

An educational institution can be a great school, prestigious and has a high resale
value is everybody's dream. When we want a great educational institution, has a high branded and taken into account by parents and other education actors, then we should be able to fight for the school in order to seize the predicate. According Mulyana, to be able to be a school that has a strong branded, then the school must be completely prepared and de-design carefully by the entire school community. Schools that already have big names, it is possible to be able to survive in conditions any rate.

Some of the strategies that can be done so that the school has a great name among others:

a. Schools must improve the quality of academic and non-academic
b. Educational events always win the race
c. Schools should have good management
d. Having a nice building (image building)
e. Having a school branded products
f. Able to build strong networking

Schools are able to provide the best service to all parents (Mulyana, 2012: 53-74)

One measure of the academic quality of the school is said to be good, which can be seen from:

a. Percentage graduation
b. Teaching and learning process
c. Ranking schools in the city and provincial level
d. Often become champions of subjects
e. Percentage of students who are enrolled in higher levels

As for measuring the quality of non-academic, can be seen from:

a. Leadership of the school
b. Behavior and politeness of the school community
c. Ability or achievement exercise regime
d. Ability skill in some respects
e. The applicability of IT
f. Orderly worship, especially prayer
g. Ability to read Al Quran etc.

5. Application of Total Quality Management (TQM) or Integrated Quality Management

The management-oriented to quality and customer satisfaction that is now known as Total Quality Management (TQM) or total quality management, is the right choice in the organization, work unit or the modern enterprise. With a holistic philosophy, built on the concept of quality, team work, productivity and customer satisfaction, then this approach will replace the conventional management. Fandy Tjiptono and Anastasia Diana (2001) gives the sense that Total Quality Management is an approach to run a business that tries to maximize organizational competitiveness through continuous improvements or new products, services, people, processes and the environment.

In order to achieve TQM, it must pay attention to the following characteristics:

a. Focus on customers, both internal and external customers
b. Having a high obsession to quality or quality

c. Using a scientific approach to decision-making
d. Having a long-term commitment
e. Requires cooperation (team work)
f. Improve processes on an on going basis
g. Education and training
h. Have a unity of purpose
i. The involvement and empowerment of employees

With the implementation of the five formulas, Islamic Elementary School Istiqomah Sambas Purbalingga has proved its success as a school of excellence and variety of the championship title and became the pride of Muslims and citizens of Purbalingga regency, Central Java.
C. RESEARCH METHODOLOGY

This study uses a qualitative method, which the researchers conducted observations, interviews and a literature review and documentation in MI Istiqomah Sambas started in November 2015 through February 2016. While the resource that researchers involve namely: the principal, the deputy head of the school, the teachers and employees as well as parents of students MI Istiqomah Sambas.

Sambas MII Total student population in 2016 was 1264 students consisting of 36 classes / study groups, the number of teachers 66 people and 10 administrative personnel. Determination sources or subjects of research using interview techniques and random sampling of teachers 6 people (10%), guardian Pupil 12 people (0,1%), while the Administrative Staff 2 people (20%) the number of samples that are subject to resource research: 20 people.

D. RESULTS AND DISCUSSION

"Istiqomah Sambas" is the name of a foundation established on October 12, 1999 by Mr. H. Suchari Adi Mulyono (eq.) and his family. This foundation was established because of a sense of deep concern about the moral future generations increasingly distant from the values of Islam. Besides the challenge of globalization is rapidly increasing demands for Muslims to be able to adjust to the master of science and technology.

Starting on the basis of these concerns then Mr. H. Suchari Adi Mulyono (eq.) And his family felt called conscience to participate in promoting the generation of Muslims by setting up a foundation that is engaged in educational, social and religious.

Sambas is the abbreviation of the name "Adi Mulyono Suchari Banyumas Asli". He is a businessman who resilient and tough and always promoting the values of Islam in performing all the activities of life. His career as a businessman
so well, really a toil cultivated from below

After desirous of establishing school / madrasah superior end, he and his family do a comparative study to some schools that featured seen in this country. The results of the comparative study he became interested in MIN I Malang East Java and Yogyakarta Sapen SD Muhammadiyah.

A further step in a relationship between the Foundation Istiqomah silaturrahim Sambas with both institutions. On March 8, 2000 held joint meetings between the Foundation Istiqomah Sambas Sapen Family of SD Muhammadiyah Yogyakarta.

1. Patterns of Leadership MII Sambas

MI Istiqomah Purbalingga Sambas have a regular agenda of the work plans the beginning of each school year. There are two Work Plan which is owned by MI Istiqomah Sambas Purbalingga namely Madrasah Work Plan (RKM) and the Annual Work Plan (RKT). RKM MI Istiqomah Sambas is a program prepared by considering the state of the madrasas, stakeholder expectations, and challenges in the strategic environment in madrasa education in order to target and program Madrasah development in the next 4 years is more realistic and consistent with the principles of educational management that is effective, efficient, accountable and democratic.

2. VISION AND MISSION

Vision Vision Istiqomah Sambas Islamic Elementary School (MIIS) is "With superior quality conscious into schools, model schools and Islamic". As for the indicators that vision as follows:

a. Educational Excellence

Purpose visioning as a superior school for MI Istiqomah Sambas are schools that accept students with exceptional abilities (normal) and then processed to obtain results superior superior anyway. The emphasis here is not on the aspects of excellence input learners or infrastructure facilities but the emphasis is on the process of teaching and training services.
b. School Model

MI Istiqomah Sambas as the school strives to be a model of school-lembanga reference for other institutions, always spark innovative ideas in the field of education in order to answer the challenges of the times.

c. Islamic School

MI Istiqomah Sambas in every step and movement should be able to create the feel to Islamization, which includes teachers, parents / guardians, students and the surrounding environment.

Mission: MI Istiqomah Sambas Purbalingga provide optimal educational services for all students, with effort:

a. Organizing Learning quality.
b. Providing human resources involved in quality pendidikan yang
c. Completing the facilities and infrastructure required.
d. Hold a place of education representative
e. Creating a school atmosphere that is safe and orderly and disciplined
f. Improving the quality of faith and piety entire school community.
g. Harmonious relationships with the wider community
g. The development of children's potential in the field of sport and art

3. The state of Students and MII Achieved Achievement Sambas

Table 1: STATISTICS STUDENT 6 CURRENT YEAR

<table>
<thead>
<tr>
<th>No.</th>
<th>NUMBER</th>
<th>OF STUDENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>2010/2011</td>
<td>1,125 students</td>
</tr>
<tr>
<td>2.</td>
<td>2011/2012</td>
<td>1,148 students</td>
</tr>
<tr>
<td>3.</td>
<td>2012/2013</td>
<td>1,153 students</td>
</tr>
<tr>
<td>4.</td>
<td>2013/2014</td>
<td>1,160 students</td>
</tr>
<tr>
<td>5.</td>
<td>2014/2015</td>
<td>1,195 students</td>
</tr>
<tr>
<td>6.</td>
<td>2015/2016</td>
<td>1,264 students</td>
</tr>
</tbody>
</table>

*) Source: Profile / Statistics Madrasah
Leaders step Istiqomah Sambas Purbalingga MI is drafting a work plan at the beginning of each school year. There are two Work Plan which is owned by MI Istiqomah Sambas Purbalingga namely Madrasah Work Plan (RKM) and the Annual Work Plan (RKT).

RKM MI Istiqomah Sambas is a program prepared by considering the state of the madrasas, stakeholder expectations, and challenges in the strategic environment in madrasa education in order targets and madrasah development program in the next 4 years more rialistis and consistent with the principles of educational management that is effective, efficient, accountable and democratic.

The scope of the preparation of RKM includes:

1. Student
2. Curriculum and Learning Activities
3. Education and Workforce
4. Infrastructures
5. Finance and Funding
6. Culture and Environment Madrasah
7. Community Participation and Partnership

While the Annual Work Plan (RKT) is the work programs which have been spelled out in detail in relation to the various targets of activities that will be pursued during the next year.

RKM was developed by Principals as well as the Heads of the related areas. While CTR cemented together between Principals with all the teachers and employees. Preparation of CTR at the start of the drafting of the program by each commission is coordinated by the Chief of the related areas. a. The programs are organized in CTR include:

1. Academic Program
2. Religious Program
3. Student Program
4. Program Secretariat.

5. Organizing
In organizing the implementation of the measures, MI Istiqomah Sambas Purbalingga constantly establishing determining the formation of teachers and employees at the beginning of each new school year. In these formations specified structure as follows:
1. Principals
2. Management Representative
3. Head of
4. Staff Head of
5. Class Coordinator
6. Guardian class
7. Master pengampu subjects
8. Responsible for library
9. Responsible for Laborat
10. Health Nurse
11. Security Coordinator
12. Cleaning Service Coordinator
14. In carrying out its institutional organization, headmaster assisted by a Management Representative (MR) and four department heads. The scope of the MR nor the Head of the following:
c. Management Representative has the following tasks:
   a. Ensuring the processes of the quality management system is set.
   b. Reporting to the Chairman of the Board of the Foundation and Principals performance of the quality management system and any need for repairs.
b. Ensure the dissemination of awareness of internal customer expectations into the institution.

Table 2: TABLE OF RACE CHAMPIONSHIPS NATIONAL LEVEL *

<table>
<thead>
<tr>
<th>No.</th>
<th>Championship</th>
<th>Type</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Madrasah Science Competition</td>
<td>Second Place: 2014</td>
<td>National</td>
</tr>
<tr>
<td>2.</td>
<td>Finalists Olympics Online</td>
<td>2014</td>
<td>National</td>
</tr>
<tr>
<td>3.</td>
<td>Winner Madrasah Achievement</td>
<td>2013</td>
<td>National</td>
</tr>
<tr>
<td>4.</td>
<td>Healthy School Champion II</td>
<td>SD/MI: 2008</td>
<td>National</td>
</tr>
<tr>
<td>5.</td>
<td>Example Contest School</td>
<td>PPKn Character</td>
<td>National</td>
</tr>
<tr>
<td>6.</td>
<td>Champion MI Achievement</td>
<td>2005</td>
<td>National</td>
</tr>
</tbody>
</table>

Table 3: TABLE OF THE PROVINCIAL CHAMPIONSHIPS RACE **

<table>
<thead>
<tr>
<th>No.</th>
<th>Championship</th>
<th>Type</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Mathematical Competition Champion</td>
<td>UNDIP: 2016</td>
<td>Central Java</td>
</tr>
<tr>
<td>2.</td>
<td>Third Place Tae kwondo Mayor Magelang</td>
<td>Central</td>
<td>Central Java</td>
</tr>
<tr>
<td>3.</td>
<td>Second Tae kwondo Kendal Cup</td>
<td>2015</td>
<td>Central Java</td>
</tr>
<tr>
<td>4.</td>
<td>Second Badminton Cup Extra PB</td>
<td>2015</td>
<td>Central Java</td>
</tr>
<tr>
<td>5.</td>
<td>Contest Winner IPA Science Madrasah</td>
<td>2014</td>
<td>Central Java</td>
</tr>
<tr>
<td>6.</td>
<td>Individual Champion Karate</td>
<td>2013</td>
<td>Central Java</td>
</tr>
<tr>
<td>7.</td>
<td>Winner Athan Sholeh Children's Festival</td>
<td>Central</td>
<td>Central Java</td>
</tr>
<tr>
<td>8.</td>
<td>Second Speech Arabic</td>
<td>Central</td>
<td>Central Java</td>
</tr>
</tbody>
</table>

* ** Source: Profile Madrasah, District Level championship is not displayed because a lot of

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E. CONCLUSION

Of exposure described above, we can draw the following conclusion:

1. Sambas Istiqomah Islamic Elementary School is a superior Islamic
educational institutions and achievement, both academic and non-academic

2. Madrasah managed professionally earnest and involving elements of stakeholders (stakeholder) will have high competitiveness in the Era of Globalization

3. Management with 5 formula approach has made MI Istiqomah Sambas be great and be the pride of the Muslims in Purbalingga and generally in Central Java Province

3. Market Strategy: Positioning, differentiation, branding, raising Mechanical School / madrasah and Management TQM has been empirically proven reliability

4. From the results of this empirical research, the formula can be applied anywhere, especially in the Muslim community ASEAN to achieve greatness Muslims, the most important is willing to work hard, professional and always improving Human Resources as the grace of Allah SWT.

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