PROGRAM PLANNING FOR THE DEVELOPMENT OF MA KARTAYUDA PLUS

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ABSTRACT

Madrasah Aliyah (MA) is a formal educational institution that equivalent to Senior High School (SMA), with the differences of more intensive religious subjects. From the statistical data of Pendis Kemenag, stated that the overall levels, RA, MI, MTs, and MA, which has A accreditation just under 10%. This means that management of madrasah needs to be improved. One of this madrasah management is program planning that will be done in MA Kartayuda Plus. During its program planning, MA Kartayuda Plus is managed based on agenda of the annual routine, incidental agenda, and the agenda of short-term tactical, not based on long-term strategic planning. In this research, program planning was formulated based on SWOT analysis to determine the internal and external conditions of MA Kartayuda Plus in terms of strengths, weaknesses, opportunities, and threats. Then the internal and external factors were weighted on internal factors matrix (IFE) and external factors (EFE) to determine the position of MA at the quadrant of SWOT Maps, which was in quadrant I, so the priority was 18 of S-O strategies. The 18 of S-O strategies was conducted to initiate program for 2014/2015 academic year. The 42 of initiated programs were divided according organizational structure of MA Kartayuda Plus. The programs includes: college socialization and job information, intensive final exam and college entrance exam guidance, potential interest and talent mapping of student (curriculum), new student data collection, curriculum development, following national-level competition, giving guest lectures, launched a reward system (field of student affairs), increasing cooperation with companies, universities, alumnius and alumna, and other parties, and school comparative studies (public relations), construction of classrooms (infrastructure), counseling (BP/BK coordinator), and data-driven strategic planning, improvement of madrasah-management knowledge, and distribution of task management proportionally (school management staff).

Keywords : Madrasah, Program, SWOT Analysis
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