

## Islamic Boarding School Based Achievement Profiling in Pasuruan Regency

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### ABSTRACT

The purpose of this study was to analyze the pattern of madrasahs that imaged achievement based on pesantren. The method used is a case study qualitative method. The data collection technique is done through interviews, observation and documentation. The data analysis technique used consists of three stages of activities that occur simultaneously, namely; data reduction, data presentation, conclusion drawing/verification. The results showed that; Madrasa philosophy is able to personify the vision and mission that is side by side with the pesantren pattern which is the forerunner to the development of *Madrasah Aliyah*. The sustainable learning ecosystem of students after being in the madrasa is continued in the boarding school dormitory (pondokan). Its governance is supported by integrated management by aligning the madrasa curriculum with the pesantren curriculum based on the agreement of the two education managers. The implication of this research is that it can be used as input for the government, stakeholders, leaders, teachers, in making policies, so that the quality of education is more qualified and able to compete with other countries.

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## 1. INTRODUCTION

Madrasah are the choice for the continuation of the next generation for the good name of their families, as well as their religion and country. The community has a belief in madrasah based on the curriculum material containing religious rituals and scientific material in a balanced way. madrasah are a choice of education for the community. Public awareness is starting to grow that education is a long-term investment. The choice of education will determine the future of their children. If they choose the wrong education for their children, it will have implications for better survival. This has an impact on people's views starting to change. Changes in the mindset and paradigm of the world of education, there is a change in the perception of madrasah educational institutions (Sunhaji, 2017) (Ariyady & Gufroni, 2019) (Subiyantoro, 2015).

Changes in people's views can be observed from people who make madrasah that not only teach worldly needs but also the needs of the hereafter. The shift in views from underestimated by most people has pride and confidence in being part of the madrasah. This madrasah combines two institutional models in MAN and Pesantren. The curriculum also combines general material and Islamic boarding school-based material which is carried out in the venue. Public perception still views the madrasah as an inseparable part of pesantren and the leadership of pesantren in one of Pasuruan Regencies. This is based on the history of its establishment as an integral part of the pesantren caregivers who have donated the institution and its land to become MAN. The students come from the pesantren that he manages. The success of the students in achieving a reputation for achievement both at the regional and national levels as a madrasah with an outstanding image. This achievement was the best winner of East Java in the event as the best champion of provincial Arabic speech at the 72nd Charity Day (HAB) of the Ministry of Religion of the Republic of Indonesia (Kemenag RI) on January 3, 2018. The essence of perception is a cognitive process experienced by everyone in the community. understand information about the environment, either through sight, hearing, appreciating, or feeling. Perception is the experience of objects, events, or relationships obtained by inferring information and interpreting messages.. (Wiyani, 2011) (Maskur, 2017)

Enthusiasm in developing cooperative networks and targeting opportunities, among others: Al-Qur'an, Az Zumar:23, Allah has sent down the best words (ie) Al-Qur'an that is similar (verses) over and over again, shaking hence the skin of those who fear their Lord, then their skin and hearts become calm when they remember Allah. That is Allah's guidance, with that Book He guides whom He wills. And whoever is led astray by Allah, then no one can guide. The perception of MAN which was founded in 1940 to give full trust to the community began to develop because the image of this madrasah had boarding or dormitory facilities and a network of madrasah graduates spread across islands. The image of this pesantren-based MAN has a positive impact on the ease of getting students and making it easier to find superior seeds for new prospective students. The implication is to shape the perception of public trust in the institution. According to Kotler, perception is the process of selecting, arranging, and interpreting the stimulation that a person does to have a certain meaning. Stimulation is physical excitement, visual and verbal and non-verbal communication that can affect a person's response. (Kotler & Amstrong, 2006).

The institution's strategy is to use image management to strengthen the madrasah's excellence. Institutional imaging involves the participation of all school members to inform the wider community. The business is managed by the public relations unit. The strategy for imaging educational services at MAN 1 Yogyakarta uses the application of the Marketing Mix theory (product, price, place, promotion, human resources, physical evidence, and process) by utilizing its superior competence, as an Islamic educational institution that tends to moderate, so that it can make the community Muslims, both with traditional and modern backgrounds, as a marketing segmentation for educational services (Abrori, 2015).

The madrasah image model that combines human resources with other instruments is the basis for public perception. Society has a very important role in the existence, continuity, and even progress of Islamic educational institutions. At least one of the parameters that determine the fate of educational institutions is the community. If there are advanced Islamic educational institutions, it is almost certain that one of the success factors is maximum community involvement. The positive image of the community becomes the capital of trust in advancing educational institutions and must be managed properly. (Afkarina, 2018).

Madrasah represent pesantren-based educational institutions with varied community support, located in community cultures with diverse socio-religious communities. The phenomenon of this MAN as one of the madrasah with a very large number of students and has a history of its establishment is related to the character of the pesantren's caregivers. Therefore, madrasah display service performance that combines madrasah's internal policies with Islamic boarding schools which include aspects of learning activities in madrasah and learning activities in pesantren. The integrated quality

management pattern that is synergistic causes a change in trust toward the satisfaction of education users (Dali, 2019), (Ariani & Syahrani, 2022) This is a direct impact on students and parents of students. This madrasah is the choice of the community because it can give a deep impression on students. Students and the community get brand value, academic competence, competitive capacity, and personality competence. The impression of an Islamic boarding school-based educational institution is quite grand and innovation is continuous, at first as a madrasah that seems to be on the periphery. Madrasah combines a morally uplifting learning tradition with an academic tradition. Likewise, it enhances the spirit of life, respects spiritual and human values, teaches honest and moral attitudes and behavior, and prepares students to live simple and clean hearts. (Makmun, 2016), (Maksum, 1999)

Public perception of the madrasah is starting to show good changes in the modern era, as it is today (Makmun, 2016). Meanwhile, social developments in the community that have an impact on the development of individual lifestyles that tend to be massive, raise concerns for parents about their children's future. At a time when science and technology are developing rapidly, at a time when modern human philosophy of life is experiencing what Haedar Nasir calls a religious crisis, and when world free trade is getting closer to its gate, Islamic boarding schools are seen as the last line of defense capable of equipping children to grow and develop. develop into humans who have balance in the world and the hereafter. (Nashir, 1999).

Madrasah development model to face the future. This is indicated by the change in madrasah under the auspices of the foundation to madrasah under the auspices of the government based on the Decree of the Minister of Religion number 151 of 2009 dated October 13, 2009. MAN Kraton is the nationalization of Madrasah Aliyah Al-Yasini which has been established in 1997 and has been accredited "Equaled" and become the parent of KKM. This background raises the question of how this madrasah can make a breakthrough to oversee the pesantren-based curriculum, namely the study of the yellow book and other pesantren local content, which can synergize with the national curriculum. This pattern of synergistic development is the strength of the madrasah so it can be trusted to be an ideal learning place in Pasuruan. Each madrasah has a pattern of building a specific image according to the expected target. This causes a positive impact on education users to participate in the implementation of the educational process in a madrasah atmosphere that has the prerequisites for classy madrasah performance, describes the characteristics of the greatness of Islam as a religion and culture, provides educational services with content that accommodates the needs, tendencies, and demands of the community and managed professionally. For this reason, this study aims to explore and explore the imaging model of madrasah that have achievements in several academic and non-academic fields in the pesantren ecosystem. So far, pesantren have been perceived as a fringe class that only offers irrationality.

## 2. METHODS

This research is naturalistic, with an interpretivism approach. The method is used a descriptive approach. (Moleong, 2004) Meanwhile, descriptive is describing a certain historical object or event, which is accompanied by general efforts based on certain historical facts. (Muhammad, 2002) The type of research is used case study research. This research design is by a single site.

The research informants are determined by using the snowball sampling technique. (Biklen & Biklen, Robert C. Dan Sari Knop. Munandir (terj), 1990) The informants in this study are (a) subjects who are long and intensive enough to blend with an activity or field of activity that is the target of research, in the context of research (b) subjects who are still actively involved in the environment that is the target of research, in this case, teachers and employees in the two madrasah (c) subjects who are naive in providing information, for example, gardeners, madrasah custodians, communities are near the madrasah, and (d) subjects who have enough time to give information. The Sources of data in this study are divided into two, namely human and non-human. Human data sources function as subjects or key informants. (Sugiono, 2010)

The method used is the method of observation, interviews, and documentation, or using. In this

case, the researcher chose the three techniques offered by Bodgan and Biklen, solely to consider efficiency and effectiveness. The emphasis on data collection techniques is stronger using interviews with madrasah principals, deputy heads of curriculum, and pesantren caregivers. This is done to explore what is written in the background of the institution's achievements. However, observation and documentation complement the depth of data obtained through interviews in data collection. Observations are made when observing directly the movement of the status of the MAN institution which cannot be separated from the pesantren which is the forerunner of the birth of MAN. Meanwhile, documentation in the form of photos of academic activities, and learning support facilities. (Sugiono, 2010)

### 3. FINDINGS AND DISCUSSION

#### Islamic Boarding School-Based Achievement Madrasah Philosophy

Based on the results of research at the location that became the object of the researcher, that MAN is meant to have won the national level achievement organized by the 2018 National Gebyar Brawijaya Qur'an which was held in Malang on October 26-28 2018. This institution managed to hold the title of champion in the themed activity "Building the Unitary State of the Republic of Indonesia together with an intelligent, creative, and innovative Islamic generation through the implementation of the Qur'an and Islamic art", the MSQ team won 2nd place. Likewise, the MFQ team that consisted of won 2nd place. Meanwhile, the Al-Banjari team was ranked in the top 6 with the title of Champion III. about the aspects that underlie the concept of imaging management to realize outstanding madrasah as follows: first, the idea of imaging the two madrasah is based on the vision and mission of the institution by involving all components in the madrasah. (Subiyantoro, 2015)

This has been conveyed by the Head of Madrasah, that the Olympic class is a collection of talented children and has outstanding abilities among the existing students. We want to have at least one class that we can rely on. Based on the selected inputs, at least these are options. It is projected that the Olympic class will be prepared for events such as district-level subject competitions, OSN, and Olympics organized by universities under the ministry of religion and education. It means that there is a process that we do in such a way, there is a different treatment for this class, with a higher target. (Rizal, 2011)



Picture  
Excellent class olympic practice

The results of the interviews with the principals of the madrasah and the results of the documentation above indicate that academic achievement is required to synergize with the madrasah principals and teachers in implementing the madrasah's vision and mission. The achievements of the

students are a reflection of the madrasah in translating the message of the vision and mission. Madrasah citizens can internalize the messages and values contained in the vision and mission into a common force to turn them into social facts. The vision and mission of the madrasah are the ideals of the madrasah. Philosophically, the madrasah expects achievement as an indicator of service improvement to be better than the previous year. Indicators of institutional progress are shown in participating in competitions to realize public expectations. Public expectations include the basics of understanding quality standards in today's era of educational disruption. To achieve the goals to be achieved, the vision and mission of the institution are both reading the changes that occur in the global world by conducting internal and external analyzes : (1) internal strengths and weaknesses (internal strengths and weaknesses) (2) external opportunities and threats (external opportunities and threats) faced by madrasah in the future. (Nuraeni & Irawan, 2021)

Madrasah internal analysis is carried out to identify differences and uniqueness of self that is owned without engineering the expectations desired by the public, but by following with the existing reality is realized with full honesty and awareness, something that is in the general marketing element is not required explicitly, then poured into in a real action program. This educational institution concentrates on changing the way of thinking of madrasah residents to convince the public of the existence of madrasah as part of Islamic boarding schools. The problem of attachment to the pesantren and their caregivers is the reality of its long history. This is a social fact that this madrasah is part of the Integrated Pesantren Foundation, even though the madrasah has a separate management from the pesantren. The character aspect of the pesantren caregivers is something that cannot be avoided. The greatness of the madrasah cannot be separated from the greatness of the pesantren caregivers. (Baharun et al., 2021)

This is reinforced by the implementation of learning that still involves Islamic boarding schools. The collaboration is carried out on the aspect of the residence of the participants who come from outside Pasuruan and the preparation of a learning ecosystem model. The basis is what causes the image of the madrasah in the pesantren environment. The pesantren factor facilitates the introduction of madrasah in the community. This is in line with Philip Kotler's view of the role of marketing in modern institutions. There are several aspects in the context of its absorption in society. First, providing an objective understanding of the reality of consumers who are familiar with information technology, is a global necessity. Second, the need to evaluate the effectiveness of the product, and third, programs that are liked by consumers and have a good impact on society. (Kotler & Armstrong, 2006)

The fundamental step is to image madrasah as part of the ecosystem of the Islamic boarding school. This condition forms a positive perception for MAN because it increases the level of trust in the community. Public trust is still very high in pesantren, in addition, the character of the pesantren caregivers is an attraction for students to continue to MAN. The students also come from various islands of Java and outside Java. They don't just study at the madrasah, they also want to study at pesantren. In particular, the people of Pasuruan still believe that education in pesantren is a provision for life in this world and the hereafter to be more valuable. (Musaddad, 2021)

The balance of material sourced from government policies with material sourced from local Islamic boarding schools affects the perfection of learning and students' enthusiasm for learning to show their existence and the importance of achievement. To realize the image as an outstanding madrasah requires advantages that make a madrasah different from other madrasah. If these advantages are maintained and developed dynamically, the positive image of the madrasah will be increasingly attached to education users. This shows that image is a direct implication of the hard work of all madrasah residents in improving quality in all aspects. In the teachings of Islam, this is by following the word of God that is explained. Verily, Allah loves those who fight in His cause in an orderly line, they are as if they were like a solidly arranged building". (QS.As-Saff: 4).

The meaning contained in the verse above illustrates that everything should be done in a well-organized manner. The verse above inspires that a program plan can be implemented properly if it is solidly supported by all components. This view is commensurate with the spirit built by the two

madrasah, which was to strengthen the role of madrasah in building self-image, the policy of strengthening the structure is an aspect that is considered strategic. Within the madrasah, there is an organizational structure in which there is a public relations division, where the important task is to implement the authority in communicating madrasah programs as well as the translation of the madrasah vision and mission so that it can be understood by the public. MAN started this profiling in 2017 through an Arabic and English language development program, which teaches from Australia, a public madrasah with a pesantren flavor. The involvement of some of the founders or important community figures who contributed directly or indirectly to the birth and development of this madrasah is a reality that cannot be decided simply and unilaterally. (Sanyal & Rigg, 2021)

### **Islamic Boarding School Based Achievement Madrasah Image Management**

Reading MAN's track record derived from a grant from Pesantren has advantages that are reflected in the madrasah located in the pesantren environment. The background of the madrasah starting from the pesantren is an element of strength, not an element of weakness. This is evidenced by managing the advantages of dormitory facilities, pesantren materials, and the pesantren ecosystem in synergy with madrasah policies. The policy is to use an integrated quality management approach to the institution (Syukron, 2017). This approach shows the governance used in integrating the learning model in schools with the governance model for learning in Islamic boarding schools. This MAN image is part of the Islamic Boarding School to increase the competitiveness of quality madrasah and facilitate an introduction to the wider community. That is, MAN is trying to capture education users who want to fully explore religion and want to study science in madrasah. The external analysis is the aspect of opportunity that needs to be picked up by the history of the character of this pesantren caregiver and the network owned by the pesantren, combined with the vision and mission of the madrasah to support progress. (Moh. Wardi & Ismail, 2018)

According to the study of marketing concepts, namely branding, positioning, and differentiating that madrasah establish and maintain pesantren traditions because they carry messages of value that can only be done through habituation and example, not only through teaching that takes place in the classroom. (Jonathan, 2009). MAN has the opportunity and opportunity to collaborate with Islamic boarding schools. This madrasah has used this opportunity to become a social fact that produces the image of a pesantren-based madrasah. This means that according to the study of branding activities, it gives a certain class color that is most (superior) and adheres to the principle of singularity (Sholihah, 2018).

The public's perception of observing that this MAN has a perfect curriculum, which includes the needs of madrasah and the needs of pesantren, such as religious laboratory facilities and representative Islamic boarding schools) facilities. The madrasah development model shows an image that fits the needs of education users because it uses a differentiating concept. The concept includes human nature which tends to be interested in something different and special, and the ethics of emerging products that have not existed before tends to make people feel curious and tend to focus their attention. (Sunhaji, 2017).

In addition to the two elements, segmentation (determining market share), is based on the concept that in reality the users of education are different, so different programs are needed. (Ries & Laura, 2000) In such a context, the marketing approach has relevance to the atmosphere developed in MAN with a pesantren background being the community's choice. The learning environment presents a strong religious tradition and its implementation can receive attention and supervision from the pesantren. The same thing can be observed in the Qur'an Verily the true believers are those who believe in Allah and His Messenger, then they do not hesitate, and they strive with their wealth and souls in the way of Allah. They are truthful". (QS. Al Hujurat ayat 15).

The explanation of the verse above gives the spirit of the need to prioritize integrity and honesty to publish what madrasah do. The pesantren tradition provides a meaningful ecosystem in shaping personality. Personality internalization is a special concern in the pesantren environment. The

components that form the personality of students involve various elements of policymakers and implementers who work together and cannot stand alone. In this case, the caretaker of pesantren, teacher, and leader of the Islamic boarding school synergize with the madrasah. Learning activities of students from morning to noon are the responsibility of the madrasah, while afternoon, evening, and night are the responsibility of the pesantren. The activity model in madrasah synergizes with Islamic boarding schools into a single unit that gives birth to the performance of students' achievements and achievements in the fields of the Islamic religion. The learning activity ecosystem becomes the path to planning, implementing, and monitoring the dynamics of madrasah residents. (Afkarina, 2018).

For this reason, the institution gets a different image from the general madrasah around the Pasuruan area. The success of this madrasah in getting public attention is based on three parameters. Imaging is considered successful when it meets several important parameters including; (1) increased user satisfaction; (2) the number of students who are interested in studying at the institution; (3) the number of other institutions, especially those at the top level that offer cooperation in various ways. (Jailani, 2018).

This means that the image built by the madrasah has an impact on the public's perception of the increasing quality of students from various islands in Indonesia. (Indrawati, 2011) The background of regional origin affects the commitment to study at MAN. This perception has an impact on educational institutions from outside wanting to know about madrasah governance through comparative studies. A comparative study that has been carried out by Filipino Muslim students who are members of the International Delegation of Muslim Youth Mindanao visited MAN on Tuesday, October 29, 2019. They came to MAN to learn more about the scientific learning model associated with the study of the Qur'an and props.

The three elements of the parameters above become the ideal image of the madrasah according to education users. Education users have imaged MAN as an ideal choice based on merit considerations and integrated management related to the curriculum and learning facilities. The approach uses integrated management in the collaboration required. The commitment to collaborate with the mass media has become a planned program and is supported by financing from year to year which continues to increase (M. Wardi et al., 2019). Madrasah also have a strong perception of the importance of building community with the community, namely they both want to be the institution of choice for Muslims and have emotional closeness with the general public, dare to guarantee for current generations in the future, as madrasah that have the responsibility to deliver students to have competitive academic capacities in the fields of science and technology according to current developments. (Barnawi, 2013)

Based on the observations, the researchers found that profiling is a basic need in showing the progress of the madrasah to the community. the image is to build positive energy from education managers with education users continuously. As observed on Saturday, December 20, 2014, at 09.13, the researcher entered the northern area through the west door (facing the SMA). Researchers found a large banner displayed on the wall facing north, when viewed from the highway that passes to the west of the madrasah, it will be visible. The banner is in the form of a list of championships obtained by MAN students. The image that is the result of the following achievement is a process of showing an image that describes a vision that can be internalized into action. (Suhardan, 2012).



Picture

Student competition results

MAN shows its image as a madrasah through Friday-day activities and Friday-morning forums which are held every week. The activity is in the form of hearings in conveying the achievements of the madrasah and future targets by community expectations. This form of activity involves the participation of all residents around the madrasah and parents of students who visit the institution. Trust grows starting from providing information about the existence of madrasah that has been achieved and will be realized. This involvement is an effort to build a synergistic relationship, and approach, and arouse public response. Communication is built using a persuasive approach in the form of place service facilities, a welcoming team from the Student Council element with Islamic costume attributes, equipped and trained on communication techniques in polite languages to create a sense of comfort. Based on the awareness of the need for a good attitude touches as a reflection of the culture of pesantren and madrasah which are their trademark. (Abrori, 2015).

Imaging is done by communicating intensively all activities and achievements made, willing to be visited by the media and interested parties to cover and obtain information about the institution. Maximizing the role of the public relations division in providing services and marketing institutions through open, non-covering, non-manipulative communication languages, and promoting politeness and honesty that reflect religious values as a peculiarity of madrasah ethics..

#### 4. CONCLUSION

Aspects that underlie the preparation of the imaging management program to realize outstanding madrasah in MAN are based on the vision and mission of madrasah, namely efforts to increase the competitiveness of education at regional and national levels, as well as awareness of the opportunities for madrasah to become the main choice for an increasingly selective and oriented society. Educational institutions that can provide quality assurance (both academic and spiritual).

Madrasah represents religious-based educational institutions with state status with historical backgrounds belonging to foundations/Islamic boarding schools. The transition of status to a state institution does not directly have full independence. The role and influence of the founders, caregivers, or figures, either directly or indirectly, are part of the atmosphere that has positive and negative impacts on the madrasah.

Madrasah in determining the pattern of imaging management are by BPD theory (branding, positioning, and differentiating) as well as marketing strategies in the business world, namely through strengthening the brand (brand), gaining market share (position), and promoting uniqueness/differentiation (differentiation) to face competition and demands in providing optimal services to the community. In addition, strengthening the structure, creating unique and interesting



programs, establishing broad cross-sectoral relationships, adopting entrepreneurship management, and utilizing media as market trends.

The contribution of the findings of this study is to develop the theoretical framework of BPD (branding, positioning, and differentiating) by adding religious ethics as an effective solution that can be applied in other madrasah. The application of BPD theory (branding, positioning, and differentiating) is to improve the quality of madrasah when reality shows that madrasah as part of educational institutions cannot be sterile from commodities. Madrasah has a unique and distinctive character, namely religious ethics that are sourced from the Qur'an and Hadits.

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