



Optimizing the Role of School Administrators in Facing the Digital Era

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Abstract: The development of information and communication technology in the digital era provides great opportunities for school administrators to improve the efficiency of data management and improve school administration services. This article uses a descriptive qualitative approach by referring to published articles and journals to find out more about how school administration personnel utilize existing technological developments, so as to optimize information management systems and maximize administrative processes in schools. With this approach, it can be seen that there are many opportunities for school administration personnel in terms of improving administrative services in an educational institution.

Keywords: School Administrators, Administrative Management Challenges, Solutions, Administrative Efficiency, Digital Transformation

Introduction

The development of advanced technology has brought many significant changes to all aspects of life, including education. Thus the world of education must always follow and not be left behind by the swift flow of digital transformation. In this context, administrative personnel have an important role in ensuring that the administrative process in an institution runs smoothly and efficiently. Efficient here means that all administrative processes in an institution must be carried out precisely, carefully and be able to fulfill or in accordance with the objectives of the administrative process.

As the obligations carried out by school administration personnel increase and vary. Including collecting and managing data to student and institutional finances, school administration personnel are required to be able to adapt to the development of existing information technology. This is in accordance with the opinion of The Liang Gie, administrative personnel have an important role in providing information and services that support the goals of educational organizations. Therefore, an institution needs administrative personnel who are skilled, competent and also adaptable to technology which is very fast in development. The existence of administrative personnel who are skilled, competent and adaptable to new technology aims to ensure that all activities and processes carried out by administrative staff run smoothly and are managed accurately.

The utilization of new technology in the school administration process can not only increase the work efficiency of school administration personnel. However, with the proper and maximum utilization of new technology, it can create an information system that is transparent and responsive to the needs of all citizens of a school or educational institution. The utilization of new information technology in school administration certainly faces challenges including the lack of knowledge of school administration personnel on existing technological developments, resulting in the lagging of the school in managing data efficiently. This



limitation can lead to difficulties in implementing the information systems needed to improve school administration services.

This can be overcome by providing training and explanation to school administrators of the opportunities provided by existing technological developments. Training and socialization to school administration personnel certainly requires a lot of support from institutional policy makers. With the training and socialization of opportunities from technological developments, it will not only improve the skills possessed by school administration personnel, but will create a better and more efficient administrative system at the institution.

Therefore, this article will discuss how an educational institution seeks and utilizes opportunities in the digital era to improve administrative services in educational institutions. In addition, this article will also explore concrete examples of the application of technology in educational administration as well as the challenges that may be faced by administrative personnel in implementing digital solutions. By doing so, it is hoped that readers can understand the importance of technology adaptation for administrative personnel in an effort to improve the efficiency and overall quality of education services.

Method

The method used in writing this article is the literature study method. In this method, the author examines sources that contain theories that are in accordance with the problems discussed. This includes articles or various journals that have been published, which explain or discuss related problems or studies to be discussed. Literature review or commonly called literature study is referred to as one of the activities required in writing articles or research, especially in academic research. It is intended that the author will be able to find and explain some of the aspects contained therein. In addition, this literature review or literature study has the benefit of forming a basic concept or theory that is the basis / foothold in studies and research.

Results and Discussion

1. The Main Role of School Administrative Personnel

According to explanations from various experts, a role can be defined as a series of actions or activities that must be carried out by a person, group, organization, or certain institutions, which arise as a consequence of the status or position held. This role is not only individual, but can also affect the surrounding environment, including the social group or organization concerned. Meanwhile, administrative personnel are human resources who play an important role in supporting the smooth running of various school functions and the overall education process, even though they are not directly involved in teaching and learning activities (in accordance with the Minister of Education and Culture Regulation). Referring to the National Education Report No. 13 of 2007, school administration personnel have the main task of providing administrative services to assist the implementation of the education process.

In addition, school administrators have the task of ensuring that all administrative needs are met, from personnel management to financial management. Thus it can be interpreted that school administrators, often referred to as administrative staff, have an important role in supporting the day-to-day operations of schools, even though they are not part of the teaching staff.



In addition, Kepmendiknas No. 053/U/2001 on Guidelines for the Preparation of Minimum School Service Standards states that school administrators also have broad responsibilities in terms of facilities and infrastructure management, which includes vital aspects such as school financial management, archival management, human resource management, and administration related to school facilities. According to Ministry of Education Regulation No. 24/2008, administrative positions in schools also include chief administrative officers, personnel officers and financial managers, all of whom have specific duties in ensuring the smooth operation of school facilities and infrastructure. These tasks are important to support the implementation of other activities, including student administration, public relations, and correspondence and archives.

Overall, administrative personnel in schools can be understood as managing resources whose role is to facilitate administrative tasks, both in assisting, serving, and directing administrative work so that the educational process in schools runs smoothly (Arina, 2022). Based on this definition, administrative personnel are not just staff members who carry out technical tasks, but are also an important part of the overall success of school management, as they support the achievement of educational goals by ensuring all administrative needs are met.

2. The Development of Information Technology in the Context of School Administrators
The development of information technology (IT) has brought major changes in various sectors, including in the world of education, especially in terms of school administration. With the presence of digital technology, tasks that used to be done manually can now be completed more quickly, efficiently and accurately. The use of specialized software for data management, financial recording and digital archive storage has replaced conventional paper-based methods that are prone to errors and irregularities.

Technological changes from one condition to an increasingly advanced condition have various consequences (including in the administrative field). There are changes in the type and quality of work and the competencies that must be mastered by job managers and actors at every stage of community development (Ramadhan, 2021).

Besides that, technology also allows easier access to information, both for administrative personnel and for other stakeholders such as teachers, students and parents. With an online-based school information system, important data such as student attendance, academic records and school inventory can be accessed in real-time, which facilitates reporting and decision-making.

For school administrators, these advancements mean that they need to keep abreast of technological developments in order to effectively utilize the latest tools and systems. The ability to use web-based applications, school management platforms and data processing software such as Microsoft Excel or Google Sheets are basic skills that administrators must have in the modern era. With these enhanced capabilities, administrative personnel can work more productively and provide more optimal support in the smooth running of the education process.

The existence of digital developments that are very capable and able to alleviate and even replace the work of school administration personnel, does not necessarily make school administration personnel relax, but must further develop their competencies and skills. In this case, schools need school administration personnel who meet the existing qualifications. The demand for meeting these qualifications is intended so that the administrative process in an institution runs smoothly and the services provided are of high quality (Aulia, 2023).



3. Challenges and Solutions

Although the benefits of information technology are clear, its application in the school environment often faces a number of challenges. Some common challenges include:

- a. Lack of knowledge by school administrators about technological developments in the administrative process. Not all administrators have a strong background in technology, so it takes time and specialized training to ensure they can use new tools and systems properly. This can hinder their efficiency and effectiveness in performing their daily tasks. The solution to overcome this obstacle is to provide comprehensive digital technology training and education to education personnel to improve their understanding and skills (Muttaqien, 2023).
- b. Limited resources, in terms of budget to purchase technology devices. In addition, uneven technology infrastructure, especially in remote areas, is an obstacle for schools to fully adopt information technology. Limited internet access and hardware such as computers and servers are significant obstacles that hinder the work efficiency of administrative personnel in schools.

To overcome this challenge, a possible solution is to conduct technology training programs for administrative personnel on an ongoing basis. This training should include the use of data management software, school information management, and basic skills in solving technological problems. In addition, the government and educational institutions can collaborate to provide infrastructure assistance, such as procuring computers and improving internet access in schools in need.

4. Implementation of Technology in the School Administration Process

a. Use of SIMS

Information technology has been implemented in various aspects of school administration, helping to improve efficiency and transparency in school management. One significant form of technology implementation is the use of the School Management Information System (SIMS), which enables administrative personnel to manage student data, academic records and school finances digitally. With SIMS, schools can integrate various administrative processes in one platform, so that all data can be accessed and managed more easily and structured (Haq, 2022).

b. Use of Digital Platforms

In addition to SIMS, technology is also used to facilitate communication between schools and parents through platforms such as messaging apps or online portals that allow parents to monitor their child's academic progress directly. This technology reduces the manual workload for administrative personnel, as some administrative tasks can be done automatically by the system, such as report submission, attendance and payment management.

Studies show that ICT implementation strengthens administrative systems by improving data accessibility and storage. This enables school administration to conduct better tracking of student attendance, academic achievement and school inventory. For example, research results from Buabeng-Andoh (2019) indicate that ICT supports administration by reducing manual workload, enabling more effective data management and providing improved communication between schools, teachers, students and parents.

Technology is also applied in the management of school inventory and facilities. Using specialized software, administrative personnel can record and track the use of school assets, monitor the condition of facilities and infrastructure, and set maintenance schedules more



efficiently. This is very important to keep school operations running smoothly and ensure that all facilities are available to support the teaching and learning process.

Overall, the implementation of technology in the school administration process has had a positive impact in simplifying tasks that were previously time-consuming and error-prone. School administration personnel can now work more effectively and contribute more to the smooth running of the education process, as long as they receive adequate support in mastering the necessary technology and infrastructure. Optimizing the tasks of school administration personnel can be done by using technology that has developed.

Conclusion

Based on the existing discussion, school administration personnel play an important role in the success of activities in schools, especially in the field of administration in an institution. Administrative activities carried out are increasingly helped by technological developments in the digital era. The use of information technology that has developed rapidly is very helpful in optimizing school administration activities.

However, with the development of existing technology, it is undeniable that there are challenges faced by administrative staff, including the lack of knowledge possessed by administrative staff of existing technological developments. One of the solutions provided is the holding of training and socialization on the use of technology combined with administrative processes in institutions. With the training and socialization, it is hoped that it can develop the competencies possessed by school administration personnel so that they can complete their duties and obligations optimally and can improve the quality of services provided to the school community.

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