

Optimizing Educational Management: Effective Strategies in the School Environment

Nur Rizkiyah¹, Iramdan², Lidya Natalia Sartono³,
^{1,2,3}Universitas Indraprasta PGRI Jakarta
Email: iramdhan18@gmail.com

ARTICLE INFO	ABSTRACT
Published: November, 27 th 2024	
Keywords: : <i>Educational Management, Strategies, School Environment</i>	Nowadays, the demand for quality services has become a trend in society. This makes businesses operating in the service sector take various ways to maintain customer satisfaction, one of which is by improving the quality of their service. The aim of this research is to find out the extent of the role of service quality in increasing customer satisfaction. The research method used in this research is the descriptive method. The analysis used is the Pearson correlation analysis test and reliability test. The results obtained from this research indicate that there is a strong and unidirectional relationship between service quality and customer satisfaction at the Damai Indah Golf PIK Course Restaurant. And service quality has a positive and significant influence on customer satisfaction. The results of Service Quality (X) on Customer Satisfaction (Y) have a relationship that is not very significant, namely 0.08%. The percentage influence of service quality on customer satisfaction is not very significant, which is 0.08%, where around 0.92% is influenced by other factors not researched by the author.

INTRODUCTION

In recent years, the emphasis on optimizing education management within schools has become paramount to enhance the quality of education and adapt to the evolving needs of students. Agustikawati (2019) highlights the implementation process of the trisentra education strategy, which was participatory and transparent, yet encountered challenges in building effective communication with families and the community. This underscores the necessity for cohesive efforts among stakeholders to achieve shared educational goals.

Moreover, Dacholfany (2024) indicates significant improvements in knowledge and skills among participants through best practice implementation, inter-school collaboration, and technology utilization. The positive feedback from stakeholders further affirms the impact of these strategies on the quality of education at the primary level. Thus, there is a pressing

need to assess the long-term effectiveness of these practices and explore the influence of education management on student learning outcomes.

Nasir et al. (2023) assert that school autonomy and leadership development are critical elements in improving education management. Empowering schools to design curricula that meet local needs fosters innovation and motivates educators, yet challenges such as resource limitations and dynamic curriculum changes necessitate integrated solutions. The role of community engagement and the professional development of teachers is crucial in navigating these challenges, as emphasized by Murtado et al. (2023) in their examination of online learning media's advantages and drawbacks.

The importance of optimal human resource management in inclusive education is highlighted by Riyadi et al. (2023), where qualified teachers and adequate support resources play a vital role in ensuring success. Similarly, strategies for optimizing School-Based Management (SBM) are elaborated by Andriyan and Yoenanto (2022), indicating the collaborative effort needed between government and school committees to enhance educator qualifications.

Furthermore, Suryadi (2024) identifies the synergistic relationship between education management and supervision, which cultivates a culture of continuous evaluation, ultimately leading to adaptive and responsive schools. Mustofa et al. (2024) emphasize that strategic human resource management is crucial for creating dynamic learning environments, with a focus on teacher quality and collective learning cultures.

The novelty of this research lies in its comprehensive exploration of effective strategies for optimizing education management within schools by synthesizing insights from various studies. Given the emerging challenges and opportunities in the educational landscape, there is a clear need for further research to evaluate the long-term effectiveness of these management strategies and their impact on student outcomes and overall educational quality. By doing so, this study aims to contribute valuable knowledge and recommendations for educators, policymakers, and stakeholders invested in improving education management practices.

METHOD

Define the Research Topic and Objectives

Clearly articulate the main focus of the research, which is the optimization of educational management in schools. Formulate specific research objectives, such as understanding various effective management strategies and their impacts on educational quality.

Collect Literature Data

Gather relevant literature sources, including books, journal articles, research papers, and reports related to educational management. Search for references that discuss best practices in educational management, school autonomy, and human resource development strategies.

Select and Assess Source Quality

Evaluate the relevance and credibility of the collected sources based on criteria such as publication year, author reputation, and research methodology used. - Choose sources that provide in-depth insights into successful educational management strategies and the challenges faced.

Analyze the Literature

Conduct a thorough analysis of the selected literature, identifying key themes, concepts, and findings related to the optimization of educational management. Explore both the successes and obstacles of strategies implemented within school environments.

Synthesize and Conclude Findings

Synthesize findings from various literatures to create a comprehensive summary of effective strategies in educational management. Draw conclusions that reflect a holistic view of the practices that can be optimized.

Discuss Implications and Recommendations

Develop a discussion regarding the implications of the identified findings and how these strategies can be applied in the school context. Provide recommendations for improved educational management practices and suggestions for future research in this area.

Compile the Research Report

Prepare a research report that encompasses all stages and results from the literature review in a structured format. Ensure that the report is clear, informative, and accessible to readers interested in educational management.

Evaluate and Revise the Report

Conduct an evaluation of the drafted research report, seeking feedback from colleagues or experts in the field of educational management. Make necessary revisions to enhance the quality and clarity of the content presented. These stages will guide the researcher in conducting a systematic and comprehensive literature review on the optimization of educational management in the school environment.

RESULT AND DISCUSSION

Literature Review Results and Discussion: Optimization of Educational Management: Effective Strategies in the School Environment

By synthesizing various studies, we can identify key themes, successes, challenges, and recommendations that contribute to the enhancement of educational management practices.

1. Implementation of Educational Management Strategies

Agustikawati (2019) emphasizes the importance of a participatory, accountable, transparent, and autonomous implementation process in optimization strategies for educational management. The study highlights that while such processes can lead to desired outcomes, challenges persist, particularly in building effective communication between schools, families, and the community. This communication gap can create misalignments in perceptions regarding the collaborative efforts needed to develop schools effectively.

Addressing this issue is crucial for ensuring that all stakeholders are aligned in their educational objectives.

2. Significant Improvement and Collaboration

Dacholfany (2024) contributes evidence of significant improvements in students' knowledge and skills resulting from the implementation of best practices, inter-school collaboration, and the utilization of technology. Positive feedback from stakeholders indicates a favorable impact on the quality of education at the primary level. The research suggests that long-term monitoring of these practices is essential to evaluate their sustained effectiveness and to understand how educational management influences student outcomes. Additionally, financial support from relevant institutions plays a critical role in the success of these initiatives, highlighting the need for strategic partnerships (Saring, S., & Widiyanto, 2023).

3. School Autonomy and Leadership Development

The study by Nasir et al. (2023) underscores the critical elements of school autonomy and leadership development in enhancing educational management. Autonomy allows schools to design curricula that better meet local needs, thereby fostering innovation. Effective leadership, particularly from school principals, acts as a catalyst for motivating teaching staff and driving educational initiatives. However, the study points out challenges, such as resource limitations and dynamic curriculum changes, which require integrated solutions. Empowering schools through teacher, parent, and community engagement emerges as a viable solution, alongside professional development programs to tackle technological challenges and update pedagogical skills.

4. Advantages and Challenges of Online Learning Media

Murtado et al. (2023) examine the role of online learning media in the educational landscape, noting advantages such as flexibility, interactivity, and accessibility, which can enhance student learning outcomes in high schools. However, the challenges of limited internet access, reduced social interaction, and increased teacher workload also need to be considered. The success of online learning implementations is influenced by the quality of learning content, available facilities, and teacher competence in managing these platforms. This highlights the necessity for targeted training and support for educators to maximize the benefits of online learning.

5. Optimal Human Resource Management

Riyadi et al. (2023) emphasize that optimal human resource management is fundamental for ensuring the success of inclusive education. Key factors influencing educational success include qualified teachers, support for students with special needs, commitment from school leadership, and adequate budget allocation. These elements work synergistically to create an inclusive learning environment that caters to diverse student needs.

6. Strategies for School-Based Management Optimization

According to Andriyan and Yoenanto (2022), strategies to optimize School-Based Management (MBS) might include developing evaluation tools, enhancing the roles of local governments, empowering school committees, and maximizing the qualifications of educators. This multifaceted approach seeks to strengthen the governance and operational

frameworks of schools, fostering an environment conducive to effective management and educational quality (Sunarmintyastuti, et al, 2022).

7. Educational Management and Continuous Improvement

Suryadi (2024) identifies the critical role of educational supervision in optimizing educational management. By promoting the professional quality of teachers and fostering a culture of continuous evaluation, schools can become adaptive and responsive to educational demands. This synergy is integral to cultivating learning environments that meet contemporary educational challenges.

8. Strategic Human Resource Management in Primary Education

Mustofa et al. (2024) highlight that strategic management of teachers' human resources is essential for creating dynamic learning environments focused on educational quality. Key strategies include training, workshops, and technology integration to enhance teaching quality. Collaborative efforts, both in-person and online, along with performance assessments and constructive feedback, contribute to a culture of collective learning and evaluation (Widiyanto., & Purnomo, 2023). Developing supportive school policies that involve teacher participation, allow for flexible implementation, and prioritize teacher welfare forms a critical foundation for professional growth.

CONCLUSION

The literature reviewed points to a consensus on several effective strategies for optimizing educational management within schools. Key themes include the importance of participatory implementation, school autonomy, and effective leadership, as well as the integration of technology and human resource management. However, challenges such as communication gaps, resource limitations, and the demands of online education necessitate focused solutions and long-term strategies. Future research should explore the longitudinal impacts of these management strategies on educational outcomes and consider the evolving role of technology and community engagement in shaping educational practices. By addressing these areas, educators, policymakers, and stakeholders can work collaboratively to enhance educational quality and ensure successful learning environments for all students.

REFERENCE

- Agustikawati, E. T. (2019). Optimalisasi trisentra pendidikan menuju sekolah unggul dengan mutu budaya dan lingkungan sekolah. *Jurnal Pedagogik Pendidikan Dasar*, 6(1), 153-174.
- Andriyan, A., & Yoenanto, N. H. (2022). Optimalisasi penerapan dan pengelolaan manajemen berbasis sekolah: literatur review. *Jurnal Akuntabilitas Manajemen Pendidikan*, 10(1), 14-27.
- Anggal, N., Yuda, Y., & Amon, L. (2020). *Manajemen Pendidikan: Penggunaan Sumber Daya Secara Efektif Untuk Meningkatkan Mutu Pendidikan*. CV. Gunawana Lestari.
- Dacholfany, M. I. (2024). Peningkatan Kualitas Manajemen Pendidikan Di Sekolah Dasar Melalui Pelatihan Dan Bimbingan. *Community Development Journal: Jurnal Pengabdian Masyarakat*, 5(1), 5-13.
- Murtado, D., Hita, I. P. A. D., Chusumastuti, D., Nuridah, S., Ma'mun, A. H., & Yahya, M. D. (2023). Optimalisasi pemanfaatan media pembelajaran online sebagai upaya meningkatkan hasil belajar siswa di sekolah menengah atas. *Journal on Education*, 6(1), 35-47.

- Mustofa, M., Asy'ari, H., & Ratnaningsih, S. (2024). Manajemen Strategi Sumber Daya Manusia Guru di Sekolah Dasar: Mengungkap Praktik Efektif Retensi untuk Pengembangan Guru. *An-Nizom: Jurnal Penelitian Manajemen Pendidikan Islam*, 9(1).
- Nasir, M., Mahmudinata, A. A., Ulya, M., & Firdaus, F. A. (2023). Strategi Pemberdayaan Sekolah Sebagai Upaya Peningkatan Manajemen Pendidikan. *Journal of International Multidisciplinary Research*, 1(2), 799-816.
- Riyadi, S., Nuswantoro, P., Merakati, I., Sihombing, I., Isma, A., & Abidin, D. (2023). Optimalisasi pengelolaan sumber daya manusia dalam konteks pendidikan inklusif di sekolah. *Jurnal Review Pendidikan Dan Pengajaran (JRPP)*, 6(3), 130-137.
- Suryadi, F., Pasaribu, M. H., Siahaan, A. D., Sabri, A., & Lubis, Y. (2024). Peran Manajemen Pendidikan dalam Mewujudkan Sekolah Berkualitas. *Inspirasi Dunia: Jurnal Riset Pendidikan Dan Bahasa*, 3(4), 92-107.
- Saring, S., & Widiyanto, S. (2023). Problematika Manajemen Kurikulum Merdeka pada Siswa Taman Kanak-Kanak. *Jurnal Obsesi: Jurnal Pendidikan Anak Usia Dini*, 7(6), 7925-7932.
- Sunarmintyastuti, S., Prabowo, H. A., Sandiar, L., Ati, A. P., Harie, S., Sartono, L. N., & Widiyanto, S. (2022). Peran literasi digital dalam pembelajaran daring selama pandemi covid-19. *Jurnal Ilmiah Wahana Pendidikan*, 8(6), 32-36.
- Widiyanto, S., & Purnomo, B. (2023). Freedom to Learn in Ki Hajar Dewantara's Perspective: Historical Studies and Their Relevance to Character Education. *International Journal of Business, Law, and Education*, 4(2), 837-844.