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Strategic Management of Higher College in Improving the Quality of Education STIKES Health Darussalam Lhokseumawe Aceh

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Abstract---*The research is to find out the analysis of the quality management of the higher education institution of STIKES Darussalam Lhokseumawe Aceh in the form of planning, implementation, and evaluation. This research method uses a qualitative, phenomenological, historical and sociological approach. Collecting techniques through Observation observations, interviews and documentation studies. Data processing uses reduction, display and data verification techniques. The data analysis used descriptive qualitative and checked the validity of the data and triangulated the data. The results of the study are: (1). Preparation of academic quality programs in improving the quality of study programs, improving the quality of students, improving the quality of lecturers, improving the quality of lecture facilities, and improving the quality of the lecture process. (2). Implementation of academic quality management by conducting workshops, implementing the curriculum, carrying out community service, and publishing scientific works. (3). Evaluation through supervision of activities that have been carried out in the form of planning, implementation has gone according to the flow or there are deviations, then action is taken by completing each activity that has not yet been carried out, and taking security measures for activities that have been running following policies that have been jointly determined by the institution.*

Keywords---*higher education, quality management, strategic management*

Introduction

Education is one of the social institutions that offer intellectual, cognitive, affective, psychomotor, emotional and spiritual services in preparing the future of the people. Education is also an investment for every human being (human investment), which can lead people to enrich their knowledge and improve the quality of life in all aspects of life, especially the development and development of human resources.

Based on the above opinion, it shows that education has a very strategic role in educating the nation's life and improving the quality of human resources to realize the ideals of the Indonesian nation to form a dignified national character and civilization, have faith and fear God Almighty, have a noble character, healthy, knowledgeable, capable, active, active, innovative, independent, and become a democratic, responsible and humble citizen (Abolghasemi et al., 2018).

The level of education can be used as an indicator of the progress of a country. If the education of a country is developed, development in that country may also advance. The urgency of education in the era of globalization can be called the urgency of quality. Education must have a standardized assessment of quality. Quality standards are a combination of the characteristics of goods or services, including their management system which is relatively stable and follows customer needs (Saputra et al., 2022).

The implementation of national education aims to improve the ability of the community by developing the potential of the Indonesian people so that they can become human beings who are responsible for themselves and the community, increasing the dignity of the Indonesian nation. National education is carried out based on laws established by the government as the basis and foundation in the implementation of education in all regions of Indonesia, starting from basic education to higher education (O'Flaherty & Phillips, 2015; Mishra et al., 2020).

Improving the quality of the education sector requires the establishment of standardization of the quality of education. Standardization serves as a basis for making decisions and policies for the implementation of education and as a standard for implementing educational evaluations. Determination of educational standardization that applies nationally, so that improving the quality of education can be carried out jointly in all regions of Indonesia, even in the long term is expected to reduce the risk of inequalities and disparities in the quality of education between regions.

Method

This study uses a historical, sociological and phenomenological approach, this study uses a phenomenological approach. The Historical Approach is used to see the history of the journey and development of the College

Data collection technique

- a) Observation Researchers came directly to the research location to make direct observations about the management of academic quality management at the STIKES Darussalam High School, Lhokseumawe Aceh.
- b) Interview The researcher conducted direct interviews with several informants, who are responsible for academic quality management activities, the head of the study program and several lecturers and students of STIKES Darussalam, related to the focus of research on academic quality management.
- c) A literature study is part of a scientific work that discusses previous research, as a reference. As a theoretical basis that is relevant to the research theme

Validity of research data

The validity of the data to be achieved in the research is the level of truth of the data that the author does by conducting regular and diligent, detailed, in-depth and continuous observations related to academic quality management.

Results and Discussion

Vision, mission and goals

Vision: To become a superior, religious, and innovative higher education institution in the implementation of the tri dharma of higher education in the field of health at the global level by 2030.

Mission: (a). Organizing superior, religious, and innovative health education programs (b). Organizing innovative research programs in the development of science and technology in the health sector (c). Organizing religious and innovative community service programs in the health sector (d). Organizing a modern management system based on information technology (e). Organizing a modern management system based on information technology

Purpose (a). To produce graduates in the field of health who are superior, religious, and have character (b). Produce innovative research products in the development of science and technology in the health sector (c). Realizing a prosperous civil society with good health (d). Become a stakeholder partner in regional, national, and global development (e). Realizing a professional, modern higher education governance system that is oriented towards fulfilling user satisfaction to achieve good university governance (Pucciarelli & Kaplan, 2016; Broadbent & Poon, 2015)

Planning of Academic Quality Management STIKES Health Darussalam Lhokseumawe Aceh

The Health College of Health STIKES Darussalam, Lhokseumawe Aceh as a university in the city of Aceh, both want a model of the future higher education institution coveted by the community, with excellent graduates, of course making Health an integrative factor in the development of pure science study programs, which integrates scientific values, health values and ethics which in the end are the characteristics of the existing society in lhokseumawe

Academic quality

Improving the Academic Quality of Health STIKES Darussalam Lhokseumawe Aceh, by implementing several programs, namely as follows:

- a) Programs to improve the quality of majors, including: preparation of study programs, curriculum, lecturer qualifications, promotion of majors and scholarships.
- b) Student quality improvement programs include: student recruitment programs, Student Programs, Information Communication and Technology Programs, and talent and interest development programs for students.
- c) The program for improving the quality of lecturers includes: a recruitment system, development and quality development for lecturers, and lecturer welfare.
- d) Program to improve the quality of facilities and infrastructure, including: learning facilities, libraries and laboratories.
- e) The program to improve the quality of the learning process includes: preparation of lectures, implementation of lectures, supervision and evaluation of learning.

A strategic step in formulating a quality program for lecturers and students is carried out by the Quality Assurance Institute for Health STIKES Darussalam Lhokseumawe Aceh. Namely as follows:

- a) Programs to improve the quality of study programs include: curriculum, qualifications of teaching staff and promotion of study programs
- b) Student quality improvement programs, including: Recruitment and provision of dormitories for students outside the city.
- c) Lecturer improvement program, including: standard of lecturer level qualification and type of education for lecturers and lecturer recruitment system.
- d) Program to improve the quality of supporting facilities, including: Learning class facilities and library.
- e) The program for improving the quality of the learning process includes: preparation, implementation, supervision and evaluation of learning.

Implementation of academic quality management of health STIKES Darussalam Lhokseumawe Aceh.

Implementation is the process of realizing the planning. In implementing each program, arrangements and stages are needed that involve all available resources. Health STIKES Darussalam Lhokseumawe Aceh.

Improving the quality of study programs

The quality of study programs in universities that have a lot of interest, students register, and who will join as prospective students (Kaynak, 2003; Reed et al., 2000). That the quality of the study program is an illustration of the quality of higher education, namely as follows:

- a. Study Program Development. Plan of activities in each level in the study program offered to prospective students. Has opened 2 new study programs in Nursing and Midwifery, for students as material for consideration to enter college and find employment and market needs.
- b. Determination of the Curriculum in the process of determining the number of study loads at one level and in the semester program, determination and structure of courses by carrying out curriculum orientation by forming a curriculum preparation team, to formulate curriculum formulations, involving all permanent lecturers of campus structural officials.

Fieldwork practice program

The routine program of the STIKES Darussalam Lhokseumawe Aceh High School sends students to carry out fieldwork practices and practice practising the knowledge that has been obtained in lectures at several institutions following their scientific fields.

Community service program

Center for Research and Community Service, is one of the promotional units for the STIKES Darussalam High School, Lhokseumawe Aceh. Research and community service carry out a program of activities in the community, in addition to the program of employing students in villages in the regions, for three months, also carrying out the assisted Village program and assistance to the community (Sousa & Voss, 2002; Samson & Terziowski, 1999).

Implementation of development of student talents and interests

To improve the quality of students, the Darussalam Health College Lhokseumawe Aceh. Has provided a forum to foster student talent by providing opportunities to channel their hobbies in the community.

Evaluation of Academic Quality Management of Health STIKES Darussalam Lhokseumawe Aceh.

Evaluation of teaching and learning activities to determine minimum completeness criteria by considering the average ability level of students, as a guide in determining the level of success of lecturers in delivering lecture material and as material for determining the quality of academic staff.

- a) Evaluation of the success of the lecture, with the course of the lecture, one can evaluate the success of the lecturer, which is carried out in the middle and end of the lecture each semester, to determine the level of activity of the lecturer and the level of student attendance
- b) Evaluation of student success, is as a student semester exam, to determine the level of student achievement and determine to attend lectures in the next semester, which is carried out in two stages, namely the mid-semester exam and the end-semester exam, aiming to monitor the progress of the lecture material delivered according to the schedule. which has been set.
- c) Determining the time of the evaluation, evaluating by predicting the time and schedule that will be held, the evaluation of the learning process, according to the list of names and courses and the supporting lecturers will be submitted to the academic section, to be processed in the daily lecture schedule, which is determined by the head of the program studies

Conclusions and Implications

Conclusion

Based on the results of the research and discussion, several conclusions can be drawn as follows:

- 1) Planning in the preparation of academic quality management in the form of curriculum preparation at the STIKES Darussalam High School, Lhokseumawe Aceh. In improving the program quality of majors, quality of lecturers, quality of students, quality of student graduates, quality of lecture facilities and quality of the lecture process, increasing networks with the world of work, with the health office, hospitals, health centers and clinics in Lhokseumawe.
- 2) Implementation of academic quality management (a). Improving program quality, holding workshops, curriculum and course distribution, setting minimum lecturer qualifications, community service, and establishing partnerships. (b). Improving the quality of students, namely recruitment and selection of students through tests and awarding scholarships, carrying out academic services, holding lectures, and fostering talent. (c). Improving the quality of lecturers by recruitment and selection of lecturers, the appointment of lecturers, placement of lecturers, quality development of lecturers, holding workshops, seminars and comparative studies, conducting research and community service
- 3) Evaluation in activities organized by STIKES Darussalam Lhokseumawe Aceh, namely completing the quality of lecture facilities such as: Provision of Laptops and LCDs. Improving the quality of lectures, recruiting lecturers to teach courses, compiling syllabus, face-to-face lectures, compiling standards for assessing lecturers' performance, research and service, and publication of scientific papers. It has been done but not maximally, especially in compiling campus journals.
- 4) Barriers to academic quality management of STIKES Darussalam Lhokseumawe Aceh, namely: (a). Limited funds to carry out several preparations and approvals (b). To carry out research and community service outside the region. (c). Compiling a reputable campus journal still lacks experienced lecturers (d). Publishing results to reputable international journals, it is still difficult to find editors and publishers

Implication

- 1) Improving the quality of STIKES Darussalam Lhokseumawe Aceh has an impact on efforts to improve the quality of graduates in meeting accreditation standards, National.

- 2) Implementation in research on the implementation of academic quality management has an impact on improving the academic quality of STIKES Darussalam Lhokseumawe Aceh, as well as developing partnerships and fostering the quality of lecturers
- 3) Evaluation of activities and supervision in the follow-up of all STIKES Darussalam Lhokseumawe Aceh programs has an impact on the development of the campus and the number of students enrolled

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