



The Relationship between Vocational High Schools and the Community as an Effort to Improve the Quality of Education

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Abstract

The purpose of this study is to describe school and community relationship planning, to find out the implementation of school and community relations, and to find out the principal to evaluate the implementation of school and community relations. This research uses a qualitative approach with a descriptive method. The subjects of the study are the principal, the vice principal of the public relations department, and the teacher. The data collection techniques used are observation, interviews, and documentation. The data analysis technique used in this study is the triangulation technique. After conducting research, it can be concluded that the relationship between the school and the community is going well, because the school has planned, implemented and evaluated the program of public relations activities. The techniques used in carrying out school relations with the community at SMK Muhammadiyah Delanggu include group face-to-face meeting techniques, individual face-to-face meeting techniques and publication techniques. The results of the study show that the management of school and community relations includes planning, implementation and evaluation. Schools and communities are two inseparable spheres. School as a place of learning and community is a place to apply and reap learning results. Therefore, the relationship between school and society is a form of external communication that is carried out on the basis of responsibility and purpose.

Keywords: *School Relationships; Quality Improvement; SMK*

Introduction

The educational environment is everything that exists and happens around the perimeter of that educational process taking place. The process of formal education takes place at school. The school is a complex and unique organization. It is called a complex organization because within the school there are interrelated resources. There are human resources such as educators, students, education staff, school committees, and the community. Then there are material sources such as finance, curriculum, sarpras. Meanwhile, as a unique organization because the school is a place for the teaching and learning process. The existence of these resources plays a role and contributes to the process of improving the quality of education and / or the quality of education graduates. Vocational High School is a form of formal education unit that organizes vocational education in Indonesia at the secondary education level as a continuation of junior high schools, MTs or other equivalent forms. SMK is required to be able to create a

ready-made workforce that must equip students with knowledge and skills that are in accordance with the competencies of their respective expertise programs. Therefore, schools must also know clearly what exactly the needs of the community are, the expectations and demands of the community. Because the community is very influential in the management of education, school institutions and the community must cooperate. This collaboration is to improve the quality of education in vocational high schools so that the competence of the graduates produced also increases.

The relationship between the school and the community is a form of social relationship between the school and the community. Soerjono Soekanto (2011) states "The notion of social relations is used to describe a state in which two or more people are involved in a behavioral process. The process of such conduct occurs based on the behavior of the parties each taking into account the behavior of the other party in a way that contains meaning for each of them".

Purwanto (in Hasbullah, 2010) stated that "The relationship between schools and communities includes the relationship between schools and other schools, schools with local governments, schools with other agencies and offices, and schools with the community in general". The term school relationship with the community is also called "public relations". Ibnu Syamsi (in Suryosubroto, 2010) posits that "Public Relations is an organizational activity to create harmonious relationships with the community so that they support it consciously and voluntarily".

The management of school and community relations is a planned interaction of the school in order to be accepted in the community and get aspirations and sympathy from the community. The school can provide information to the community, so that the community forms its own opinion of the school. From the review of the interests of society, it can be said that society can benefit and absorb the results of thinking and the development of technological knowledge that are useful for society itself.

The scope of external public relations is to collaborate with the community, universities, non-governmental organizations, the business world and the industrial world and other parties who can contribute to each other in improving the quality of education. Purwanto (2007) argues that "The relationship between school cooperation and the community is classified into three types of relationships, namely (1) educational relations, (2) cultural relations, and (3) institutional relations".

Schools in various ways that must be done to meet the needs and demands of the community with various techniques so that schools can carry out the educational process properly and the purpose of vocational high schools in producing graduates who are in accordance with the needs of the community.

Research Methods

The type of research used is phenomenological research with the form of case study research. In this study, it uses a qualitative approach with a descriptive method. The research was conducted at SMK Muhammadiyah Delanggu. In this study, the subjects were the principal, the vice principal of the public relations department, and the teacher. Data Collection Techniques used by conducting observations, interviews and documentation. Data collection techniques in this study include: Observation. Arikunto (in Jauhari, 2010), says "In the psychological sense, observation is also called observation. Observation is the concentration of attention to an object using all the abilities of the five senses". Interview. According to Jauhari (2010), "An interview is a researcher's Q&A with respondents". Whereas according to W Gulo (2010), "Interviews are a form of direct communication between researchers and researchers". Documentation Studies. According to Djam'an Satori (2011) stated that, "Documentation studies are collecting documents and data needed in research problems and then being studied intensely so that they can support and increase trust and proof of an event". The study of documents is a complement to the use of observation and interview methods in qualitative research.

This documentation study is to collect data from documents at SMK Muhammadiyah Delanggu. Data testing in this study is using triangulation techniques. According to Sugiyono, (2009) "Triangulation technique, namely to test the credibility of data, is carried out by checking data to the same source with different techniques". Based on the above opinions, researchers compared each of the data obtained from observation data, interview data and documentation studies.

Results and Discussion

1. Planning School Relations with the Community

Planning is carried out to obtain maximum results in carrying out an activity, therefore planning is the initial capital of public relations activities so that they can be more directed and achieve a desired goal in public relations activities. The first step of planning the management of school and community relations is to establish communication and determine what activities will be carried out by community relations.

The vice principal of the public relations department plans a public relations work program such as holding a meeting between parents every one semester or at the time of receiving the grade increase report card. The annual meeting on the eve of the prophet's maulid, halal bihalal, milad by inviting community leaders and other activities. Incidental meetings such as press releases of school activities, processing personal relationship issues, bridging alumni meetings.

Before being implemented, the work program prepared by the vice principal of the public relations section will be discussed and approved by the principal. After that, the principal informs all teachers and school employees and students of the results.

2. Implementation of the School and Community Relations Program

To make the husemas program of SMK Muhammadiyah Delanggu a success, there are several techniques carried out. The techniques used are those that are considered effective and efficient adapted to school conditions, the conditions of students' parents, the conditions of the surrounding community, and school finances. During normal conditions before the covid-19 pandemic, the school implemented several techniques:

a. Group face-to-face meeting techniques

Another example of applying group meeting techniques carried out by SMK Muhammadiyah Delanggu is the beginning of the new school year, at the end of each semester with an agenda of receiving student report cards and class increases, at the end of the school year, they carry out farewell or release events for class XII students who have passed the exam. The technique of group face-to-face meetings is also carried out every time there is a study tour socialization agenda for class XI, socialization of Field Work Practice activities, and socialization of other activities carried out by students at school.

b. Individual face-to-face meeting techniques

The technique of individual face-to-face meetings is also used by schools in the field of school relations with the community. Activities carried out with this technique include teachers inviting guardians to schools to talk about students who often skip class and have low achievements, or there are students who are smart enough but their parents' economy is low so that the school helps find solutions. Individual meetings are also carried out by the principal with local community leaders, both clerics, village heads, and village heads. The principal occasionally visited the community leader at his home for gatherings and talks about the school's programs.

c. Publication techniques

Publication techniques carried out by SMK Muhammadiyah Delanggu include distributing leaflets or sticking information in the school mading, aiming to provide information and directions to students. The publication of activities carried out by the school if the school participates in the competition is informed to the students, if the school gets the competition is delivered to the students at the time of the ceremony on Monday. Publication is also carried out in print. SMK Muhammadiyah Delanggu has collaborated with the print media "SuaraMU" to publicize the activities carried out by the school to the community. The magazine "SuaraMU" is given periodically every month to students and the surrounding community. In addition to the report card acceptance activities, parents will be distributed the magazine. Publication techniques carried out in addition to print media, are also carried out by utilizing IT. SMK Muhammadiyah Delanggu already has a website and Instagram social media that can be accessed by the public.

During the COVID-19 pandemic, to implement social distancing, schools emphasized the implementation of publication techniques. For group and individual face-to-face meeting techniques, it is carried out on a limited basis, online, telephone, or homevisit.

3. Evaluation of the School's Relationship with the Community

Every implementation of the school relationship activity program with the community at SMK Muhammadiyah Delanggu is evaluated. The evaluation is carried out by the principal as the highest education leader and the deputy head of the public relations section as the implementer of the activity. The implementation of the evaluation of the school's relationship with the community can be carried out with two criteria: first the effectiveness, namely how far the goal has been achieved, for example, whether the community has felt involved in the problems faced by the school, whether there is attention to the progress of their children in school., whether they have shown concern for the sustainability of the school, whether they have been willing to provide input for school improvement and so on.

Secondly, the efficiency, which is to the extent of existing or potential sources that have been used properly for the benefit of public relations activities. This evaluation can be done at the time the activity process is in progress or at the end of a program to see how far it has been successful.

After an evaluation, several obstacles were found such as the presence of parents in regular meetings. Parents do not attend meetings due to work matters, so they represent to other family members. But the school has taken a solution by providing details of the meeting agenda in the invitation, so that parents know the urgency of the activity. In addition, the homeroom teacher creates a parent group in their respective classes, so that if there are parents who do not understand about student activities at school, they can discuss it with the class in the whatsapp group.

In general, the planning of school relations with the community at SMK Muhammadiyah Delanggu has been carried out quite well and runs systematically. Socialization of the school's relationship program with the community is carried out by the principal by involving various teacher councils, committees, student guardians and community leaders. This is done by the principal so that the program created does not belong to the principal but is jointly owned, decided together, so that in implementing all elements of the school community provide support and take responsibility for the success of the program. According to David (1989) participatory decision-making is a way to make decisions through the creation of an open and democratic environment, where school residents (teachers, students, employees, guardians, community leaders) are encouraged to be directly involved in program planning that will be able to contribute to the achievement of school goals.

The techniques used in carrying out school relations with the community at SMK Muhammadiyah Delanggu include group face-to-face meeting techniques, individual face-to-face meeting techniques and

publication techniques. All of these techniques are used in order to introduce school programs to the community, so that the community is interested in the school, wants to participate in school activities and even collaborates with the school and ultimately wants to provide support to the school both materially and morally.

The evaluation of school and community relations activities of SMK Muhammadiyah Delanggu has been carried out programmatically, so that various inputs can be accommodated to improve school performance. With input and support from the community, there is constructive input for schools in order to improve the quality of education and achieve the school's vision and mission.

From observations and interviews, it is also known that there are several types of school and community relations at SMK Muhammadiyah Delanggu, namely:

Types of educational relationships between SMK Muhammadiyah Delanggu and the community. Educational relationships mean the relationship of society and schools in terms of educating. The existence of this relationship is intended so that there are no misunderstandings or even differences in principles, both about norms, ethics and social norms that are instilled in students. The educational relationship is carried out based on the results of observations and interviews, namely in the form of receiving student report cards and class increases, at the end of the school year, carrying out farewell or release events for class XII students who have passed the exam, the agenda of socializing study tours for class XI.

The type of cultural relationship between SMK Muhammadiyah Delanggu and the community cultural relations are cooperative relationships between schools and communities that allow trust to foster and develop the culture of the community where the school is located. Based on observations and interviews of cultural relations carried out in the form of mobilizing students to participate in social activities such as social services, distribution of basic necessities, provision of rooms for purposes or events carried out by the local community.

Types of institutional relations between SMK Muhammadiyah Delanggu and the institutional relations community in collaboration with other schools in order to discuss the issue of school examinations and national examinations. Then cooperate with PLN for the smooth running of activities carried out in schools. The school also collaborates with the business world and the industrial world where students carry out FieldWork Practices.

The process of school relations with the community is an activity that requires cooperation between all parties. As well as the planning that has been prepared, it will definitely encounter obstacles during the implementation process. However, with good evaluation and cooperation, efforts will be found in overcoming these obstacles.

From the observations, it was found that there were obstacles at SMK Muhammadiyah Delanggu during the implementation of the school relationship activity program with the community. The obstacle is that when there is a meeting between the parents of the students and the teachers or the parent meeting there are usually several parents of students who are not present and they only represent others. This is caused by the lack of understanding of the community or parents about the importance of holding a relationship between parents and schools, what else concerns the issue of their children's education at school.

Efforts made in overcoming obstacles to relations with the community are when they want to hold a meeting between the school and the parents the school invites by giving an invitation which contains about what will be discussed and what is a problem or something that all parents really need to

know in the hope that when the parents of the students know clearly the subject matter that will be tightened or that will be and anything that will be clearly informed to the parents of the student, the parents of the students will be present, and when the parent meeting is also the principal also always informs or provides an understanding of the importance of education to the parents of the students. In addition, the homeroom teacher creates a parent group in their respective classes, so that if there are parents who do not understand about student activities at school, they can discuss with the class in the whatsapp group.

Conclusion

Based on the results of research and discussion, it can be concluded that the management of school and community relations includes planning, implementation and evaluation. Schools and communities are two inseparable spheres. School as a place of learning and community as a place to apply and reap learning results. Therefore, the relationship between school and society is a form of external communication that is carried out on the basis of responsibility and purpose.

In the implementation of school relations with the community, it is necessary to choose effective and efficient techniques that are in accordance with the internal and external conditions of the school. With the selection of good techniques, the process of implementing school and community relationship activities will be more targeted, so that the results obtained can be optimal. Advice for the school to be able to hold more work programs both in the school and in the surrounding community. The vice principal of the public relations department should hold regular meetings frequently to find out and process the progress of the school's relationship activities with the community.

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