

Analysis For Improving The Quality Of Education At Smpn 29 Bandar Lampung

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Abstract

This research aims to analyze the improvement in the quality of education at SMPN 29 Bandar Lampung. The informants in this research were 10 students and 20 students at SMPN 29 Bandar Lampung. The analysis method uses IFAS analysis, EFAS analysis, and SWOT analysis. Based on the results of research conducted at SMPN 29 Bandar Lampung above, it can be explained that the thing that must be considered in making a strategy is how an organization is able to formulate a vision, mission and goals that are clear and measurable and then connected to the existing conditions faced (internal environment and external) by determining the resources that constitute the organization's strategic advantage, creating effective and efficient strategies to achieve organizational goals, and the principle in making strategies is how an organization overcomes competition and wins competition by using the resources it has. The following are the strategies that will be used to improve the quality of education at SMPN 29 Bandar Lampung: (1) Equalize the development of student achievement so that students can improve their quality from academic learning and non-academic training to achieve more achievements, thereby increasing the quality of output institution. (2) Make regulations regarding library visits and school principals routinely evaluate and supervise students. (3) Collaborating with the best institutions and improving student achievement by giving appreciation to students.



Keywords: Strategic Management, Improving Education Quality, SWOT, and Student Achievement.

INTRODUCTION

The progress of a nation lies in the quality of all the resources that the country has, especially its human resources and talking about human resources is closely related to the development of educational development. The world of education continues to change significantly, resulting in many changes in the mindset of educators, from a lay and rigid mindset to a more modern one. This is very influential in the progress of the world of education in Indonesia which already uses more advanced and modern technology. Fundamental changes have been made by changing the constitution, education system law Number 02 of 1989 to Number 20 of 2003, followed by government regulation number 32 of 2013 concerning National Education Standards. The National Education Technical Reference (SNP) is the minimum criteria for the education system in all jurisdictions of the Unitary State of the Republic of Indonesia, with a scope consisting of 8 standards, namely: content standards, process standards, graduate competency standards, teacher and education staff standards, facility standards and infrastructure, management standards, financing standards, and education assessment standards.

According to Law no. 20 of 2003 education is a conscious and planned effort to create a learning atmosphere and learning process so that students can actively develop their potential to have religious spiritual strength, self-control, personality, noble moral intelligence and personal skills needed by themselves, society, nation and Country. The aim of education is to create a person of quality and character who has a broad view of the future to achieve the desired goals and is able to adapt quickly and precisely in various environments. The key to success that must be had and at the same time the most effective competitive advantage is quality. Anyone who has quality has a very good chance of becoming a winner . Therefore, education must be managed with strategic management so that you can choose among many good management to produce the best management to achieve quality education .

To ensure the quality of education, serious and consistent performance is needed, especially formal education providers (schools and colleges), the central government led by the Ministry of National Education and regional governments as well as the participation of the surrounding community and parents of students. Because, in the current education system, improving the quality and quality of education is not only borne



by the school and the relevant ministry of education, but is a shared responsibility between various elements of the school, including the surrounding community. Therefore, the role of the community and community leaders must always be involved and pro-active in improving the quality and quality of education. To guarantee and improve the quality and quality of education so that it is more measurable and focused, activities are needed that are well programmed, planned and can be measured in the form of quality management, one of which is strategic management.

Strategic management is a basic and comprehensive process or series of planning activities, decision making in the world of education, along with determining how to implement them, carried out by top management and carried out by all stakeholders in educational institutions to achieve goals. According to Pech and Robinso, educational strategic management is said to be the whole and actions that lead to the formulation (construction) and implementation of organizational goals. So far, strategic planning is widely believed to be able to answer all problems. Rangkuti (2018) defines strategic management as the art and science of formulating, implementing and evaluating cross-functional decisions that enable an organization to achieve its goals. Strategic management can be defined as the art and science of formulating, implementing and evaluating cross-functional decisions that enable an organization to achieve its goals.

Strategy is a systematic effort to achieve strategic goals that have been set through achieving strategic targets from strategic goals. Each strategy explains the various components of educational service delivery that must be provided to achieve the strategic targets of each strategic goal. These components include educators and education personnel, facilities and infrastructure, learning systems, data and information, funds, and quality systems and procedures. The choice of strategy also takes into account disparities between regions, gender, socio-economics, and between educational units. Fulfillment of the product criteria for quality schools in the city of Bandar Lampung has still not been achieved well , and it is very interesting that the author took research at one of the State Middle Schools in Bandar Lampung, namely State Middle School 29 Bandar Lampung, the selection of this research on the research object was based because this school is one of the most favorite state SLTPNs in Bandar Lampung City which has achieved many achievements both in academic and non-academic areas. Based on description the , so The research aims to analyze the management of SMPN 29 BL in implementing strategic management to make the school a quality school.



LITERATURE REVIEW

Strategic Management

Strategic management can be defined as the science of formulating, implementing and evaluating cross-functional decisions that enable an organization to achieve its goals (Huda, 2018).

According to Hunger and Weelen (2012) strategic management is a series of managerial decisions and actions that determine company performance in the long term. Strategic management includes environmental observation, strategy formulation (strategic planning or long-term planning, and strategy implementation and evaluation and control.

According to Afin (2013), strategic management is a way of growing and managing the strategy of an organization or company so that it can achieve its goals well and precisely according to the targets and time that have been set. This will form a strategy to determine the direction and next steps that will be used for the company's progress. Therefore, serious and qualified thinking is needed to organize strategies.

Improving the Quality of Education

Sagala (2018) explains that quality is a complete picture of educational services internally and externally which shows their ability to satisfy expected or implied needs. Improving the quality of education is an effort that must be pursued continuously so that hopes for quality and relevant education can be achieved. Quality improvement referred to in this research is a process, method or to achieve goals by using energy and thoughts in a better direction.

A more philosophical understanding of the quality of education was conveyed by Suryosubroto (2010) as follows: "The learning process is followed by a process of socialization and culture as well as the development of abilities that make it possible to live in society and be able to improve one's life." This understanding can be explained that the quality of education is learning to produce students who have the ability to face society and the surrounding environment. Based on the definition described, it can be concluded that the quality of education is the school's ability to manage the components in the school so as to produce graduates who have high learning achievements, skills and mastery of science and technology.



RESEARCH METHODS

This research is descriptive research, namely research that only describes, describes and reports a situation, an object or event without drawing general conclusions (Azhari, and Rachman, 2023). It is possible for researchers to collect detailed and rich information that covers the dimensions of a case. Another meaning of descriptive research is analyzing and presenting facts systematically about the actual state of an object. This research is a type of field research *and* is included in the *qualitative research category*, because this research is more directed at understanding phenomena related to problem formulation. This research examines and analyzes the implementation of strategic management at SMPN 29 Bandar Lampung educational institutions in improving the quality of education. So, if viewed in terms of type, this research is a case study type of research. The data collection method used in this research is: 1) Participant Observation which is carried out when directly observing the condition of the school by observing in a focused and thorough manner to obtain complete data, 2) In depth *interview*) obtained from administrative employees, teachers and students. 3) Document analysis or documentation study by collecting important notes related to the problem to be studied. In this research, documents come from non-humans, namely official school documents and other supporting documents. Data analysis in qualitative research starts from the planning process, presentation, observation process during the research, and during the data processing process.

SWOT analysis

The starting point that can be used in formulating a strategy is a SWOT analysis. (Sri Hamdaniah, 2019) SWOT analysis is the systematic identification of various factors to determine the formulation of strategies that will become the flow of life in educational institutions. Another definition of SWOT analysis is a form of analysis of situations and conditions that is descriptive (gives an overview). (Misba, 2021)

SWOT analysis is based on logic in which there is a process of maximally utilizing strengths *and* opportunities, but simultaneously reducing weaknesses *and* threats to the maximum (Pratama and Rachman, 2023). The strategic decision making process is always related to the development of missions, goals, strategies and policies in educational institutions. (Norman, 2021) The existence of strategic management in educational organizations has an impact on the achievement of organizational goals. (Prasetyo, 2022)



In developing a SWOT analysis strategy it doesn't just happen like that, but there are things that influence the SWOT analysis, things that influence come from within the institution (internal factors), and come from outside the institution (external factors). The definition of the two factors is:

1. Internal factors

It is a factor that originates from within the institution/organization, where there are two components, namely strengths and weaknesses. These two components have a maximum positive impact on the institution if the strengths are greater than the weaknesses. So, institutions that have internal strength will be more optimal in their operations, and of course will be better in the analysis carried out.

2. External Factors

It is a factor that originates from outside the institution/organization, where there are two components, namely threats and opportunities. If the institution/organization is assessed from the outside, it has the opportunity to develop periodically if there are opportunities that are greater than the threats, but if the threats are greater than the opportunities, it will have a negative impact on the educational institution. (Misba, 2021)

SWOT analysis in educational institutions can be interpreted as an act of identifying conditions in educational institutions from four points of view, namely *Strengths* and *Weaknesses* which come from the internal environment, and *Opportunities* and *Challenges* which come from the external environment. . (Maimunah, 2020)

RESULTS AND DISCUSSION

Profile of SMPN 29 Bandar Lampung

SMP Negeri 29 Bandar Lampung was established based on the Decree of the Minister of Education and Culture of the Republic of Indonesia No. 291/O/1999, concerning the opening and establishment of schools for the 1998/1999 school year. The Department of Education and Culture, Lampung Provincial Regional Office received assistance with New Building Units (UGB) from OECF IP 45 for the 1998/1999 Academic Year, one of which was for SMP Negeri 29 Bandar Lampung.

Construction of the SMP Negeri 29 Bandar Lampung building began in February 1999 which is located on a land area of 9,242.50 m² on Jalan Soekarno Hatta Bay Pass Sukrame Bandar Lampung. The land belongs to the Department of Education and



Culture of Lampung Province which came from the results of the land acquisition process of PT Way Halim Permai for the construction of SMA Negeri 5 Bandar Lampung.

Because it is still in the construction process, the implementation of educational activities is being held at SMP Negeri 21 Bandar Lampung. Where some of the people responsible for the Daily Executive Officer are Mrs. Samsuri, S.Pd is the head of SMP Negeri 29 Bandar Lampung.

The vision of SMPN 29 Bandar Lampung is "Excellent in academic and non-academic fields, faithful, cultured and noble in behavior", and has a mission, namely 1) encouraging students to excel in academic and non-academic fields at least up to district level. 2) realizing school achievements in academic and non-academic fields at national and international levels, 3) realizing graduation standards with a minimum score of 75 in accordance with the SNP. 4), realizing professional educational and educational resources, 5) realizing complete and adequate learning facilities and infrastructure according to needs, 6) realizing transparent and accountable school management, 7) realizing adequate and fulfilled cost standards, 8) realizing quality and accurate assessment system, 9) familiarize school members with implementing the 5 S (Smile, Greetings, Greetings, Polite and Polite), 10) creating a harmonious work atmosphere based on school culture indicators, namely discipline, participation, responsibility, togetherness, honesty, kinship, enthusiasm for life and enthusiasm for learning, 11) instilling an attitude of mutual respect among the school community, 12) familiarizing students with keeping the environment clean to support my school being green.

SWOT analysis

SWOT analysis is a strategy for solving problems in the world of education by examining the strengths and weaknesses of the internal environment as well as opportunities and obstacles in the external environment. The explanation of these four factors is as follows:

1. Strength Factors (*Strengths*).

Strengths are positive internal conditions in an organization that provide educational institutions with competitive advantages in facing competition. *Strength* is an institution's superiority seen both in terms of the resources the educational institution has and the efforts made by the educational institution which are felt to be better than competitors. This strength then becomes the key to the difference between one educational institution and other educational institutions (*competitors*) . From the



explanation above, it can be understood that the strength factors in an educational institution are the special competence or superiority of that educational institution compared to other educational institutions, thereby creating a plus value in the public's view.

2. Weakness Factors _

Weaknesses are negative internal conditions that can reduce the assessment of a school/madrasah. Weaknesses can be low human resources, poor product quality, poor image, poor leadership, etc. In other words, weaknesses are shortcomings that educational institutions have, so educational institutions need to know how to determine lines of action to minimize weaknesses so that they become strengths and not obstacles for the future.

3. Opportunity Factors (*Opportunities*)

Opportunity is a current or future condition that benefits the school/madrasah. Opportunities are external conditions that can provide benefits for the progress of educational institutions. If educational institutions can identify opportunities correctly, it will bring benefits to educational institutions in the form of institutional survival and a better future for educational institutions.

4. Challenge Factors (*Treats*)

Treaths are external conditions that are unfavorable for schools/madrasahs either now or in the future, and can seriously affect the future of educational institutions. This challenge can take the form of the emergence of new competitors, a decrease in the number of students, and so on. (Akdon, 2016) Apart from that, there are several challenges facing educational institutions today. These challenges are: 1) globalization, 2) social culture, and (3) information and communication technology. (Arifin, 2022)

From the explanation above, it can be seen that there are 4 parts of the SWOT analysis. Below the researcher describes the results of the SWOT analysis at SMPN 29 Bandar Lampung : (Observation and interviews) .

Table 1. SWOT of SMPN 29 Bandar Lampung

INTERNAL	EXTERNAL
Strength	Opportunity
1. There is an increase in students every year	1. Students can improve their quality by participating



2. There is regular evaluation and supervision by the school principal	2. Adequate libraries so that students can gain good literacy
3. Has educators and educational staff who have D4, S1, S2, S3 level studies	3. There are superior and regular classes
4. There is appreciation for outstanding students	4. Having collaboration with the best institutions
Weakness	Threat
1. The development of student achievement is uneven	1. Imbalance in post-online teaching
2. Students who do not utilize existing facilities	2. An independent curriculum that is difficult to implement
3. There is uneven teacher mapping	3. Institutional competition
4. There are no special regulations for students visiting the library	4. There are many institutions that carry out school promotions

Source: processed data, 2024.

Internal Analysis (*Internal Factor Evaluation*)

In this internal environmental analysis, what is studied are the factors within the company, namely the strengths *and* weaknesses of the company. There are internal factors at SMPN 29 Bandar Lampung .

Table 2. IFE (*Internal Factor Evaluation*) SMPN 29 Bandar Lampung

No	Internal Factors	Weight	Ratings	Weight x Rating
Strength				
1	There is an increase in students every year	0.15	3	0.45
2	There is regular evaluation and supervision by the school principal	0.10	3	0.30



3	Has educators and educational staff who have studies at D 4 , S1, S2, S3 levels	0.10	3	0.30
4	There is appreciation for outstanding students	0.10	3	0.30
Sub-Total		0.45		1.35
Weakness				
1	The development of student achievement is uneven	0.05	3	0.15
2	Students who do not utilize existing facilities	0.20	2	0.40
3	There is uneven teacher mapping	0.10	3	0.30
4	There are no special regulations for students visiting the library	0.20	3	0.60
Sub-Total		0.55		1.45
Total		1.00		2.75

Source: Data processed, 2024.

Based on table 4.4, the total IFE matrix score for SMPN 29 Bandar Lampung is 2.75. In the IE matrix the value is 2 . 75 falls into the average category A in internal strength.



External Analysis (*External Factor Evaluation*)

In this external environmental analysis, the company examines factors that are outside the company, namely in the form of opportunities and threats that it faces. Before creating a summary table of analysis of external strategic factors, it is necessary to first know what the company's external factors are.

Table 3. EFE (*External Factor Evaluation*) SMPN 29 Bandar Lampung

No	External Factors	Weight	Ratings	Weight x Rating
Opportunity				
1	Students can improve their quality by participating	0.10	3	0.30
2	Adequate libraries so that students can gain good literacy	0.10	3	0.30
3	There are superior and regular classes	0.10	4	0.40
4	Having collaboration with the best institutions	0.10	3	0.30
Sub-Total		0.40		1.30
Threat				
1	Imbalance in post-online teaching	0.20	3	0.60
2	An independent curriculum that is difficult to implement	0.20	3	0.60
3	Institutional competition	0.10	4	0.40
4	There are many institutions that carry	0.10	3	0.30



	out school promotions			
Sub-Total		0.60		1.90
Total		1.00		3.20

Source: Data processed, 2024.

Based on table 4. 8 , the total EFE matrix score for SMPN 29 Bandar Lampung is 3. 2 0. In the IE matrix, the value of 3. 2 0 is included in the high category in terms of external strength.

IE Matrix (Internal External)

SMPN 29 Bandar Lampung's internal analysis has a total score of 3 . 35 and external analysis has a total value of 3. 15 . For more details, see the table below:

Table 4. SMPN 29 Bandar Lampung IE Matrix

			Total Score Internal Factor		
			Strength	Average	Weak
			(3.0 - 4.0)	(2.0 - 2.99)	(1.0 - 1.99)
Total Score External Factor	High (3.0 - 4.0)		I Growth	SMPN29 Bandar Lampung	III Downsizing
	Intermediate (2.0 - 2.99)		IV Stability	V Growth	VI Downsizing
	Low (1.0 - 1.99)		VII Growth	VIII Growth	IX Liquidity

Based on table 12 above, SMPN 29 Bandar Lampung is in cell 2 , which means SMPN 29 Bandar Lampung is in a growth strategy. Based on the results of the matrix image, it is known that the intersection between the total internal analysis score and the



external analysis score is in cell 1 . So the strategy that SMPN29 Bandar Lampung can use to increase sales is the Growth Strategy .

SWOT Analysis (Strength, Weakness, Opportunity, Threat)

This analysis aims to match the external opportunities and threats faced by the company with its internal strengths and weaknesses to produce strategic alternatives. Once the IFE matrix, EFE matrix and IE matrix are known, a SWOT matrix can be prepared. The SWOT matrix is designed to describe how the company's external factors such as opportunities and threats (EFE) faced by the company can be adjusted to the company's internal factors, namely the company's strengths and weaknesses (IFE). The SWOT matrix can produce four sets of strategies that can be carried out by SMPN 29 Bandar Lampung. For more details, see table 4 below

Table 5. SWOT Analysis of SMPN 29 Bandar Lampung:

IFE EFE	Strengths: - There is an increase in students every year - There is regular evaluation and supervision by the school principal - Has educators and educational staff who have D4, S1, S2, S3 level studies - There is appreciation for outstanding students
Opportunities: - Students can improve their quality by participating - Adequate libraries so that students can gain good literacy - There are superior and regular classes - Having collaboration with the best institutions	SO Strategy: Carrying out equitable development of student achievements so that students can improve their quality from academic learning and non-academic training to achieve more achievements, thereby improving the quality of the institution's output.



	2. Make regulations regarding library visits and the principal regularly evaluates and supervises students 3. Collaborating with the best institutions and improving student achievement by giving appreciation to students.
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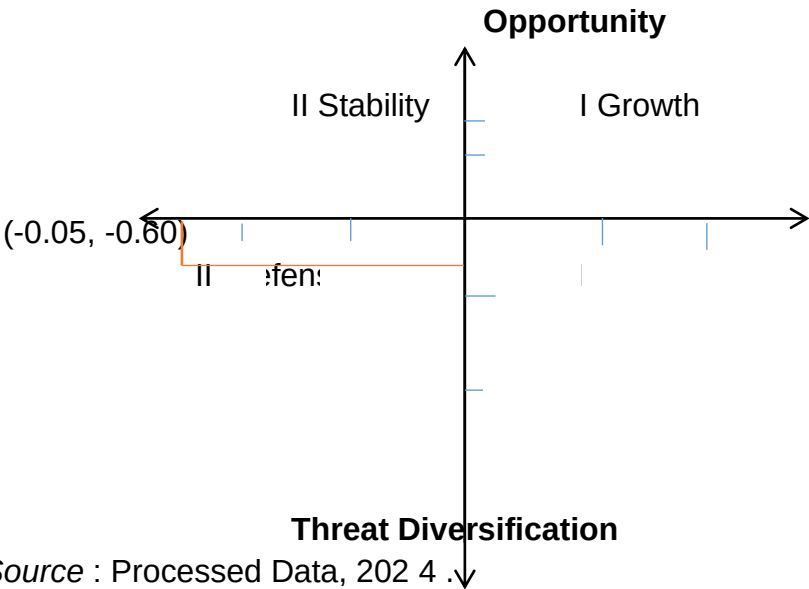
Source: Data processed, 2024.

SWOT Matrix Diagram

The SWOT Matrix diagram is the next stage of analysis after the IFAS and EFAS tables are created. Next, you can find out the company's position on the SWOT Matrix Diagram by:

$$X = \text{Total Strength Score (S)} - \text{Total Weakness Score (W)}$$
$$Y = \text{Total Opportunity Score (O)} - \text{Total Threat Score (O)}$$
$$X = 1.35 - 1.45, \text{ So } X = 0.05$$
$$Y = 1,30 - 1,90, \text{ So } Y = 0,60$$

The results of these calculations can be depicted in a SWOT matrix diagram which can be seen in Figure 1 below:



Source : Processed Data, 2024



Based on the SWOT Matrix diagram above, it is known that SMPN 29 Bandar Lampung is in the I II quadrant , where a situation of very large opportunities is faced with weaknesses. strong internals. The strategy used is to minimize internal problems to seize existing opportunities.

After being analyzed through SWOT analysis, using a qualitative approach, many strengths and opportunities were found in the SMPN 29 Bandar Lampung educational institution, where this had an influence on the effectiveness of improving the quality of education, which then had a good impact on the institution, here the researcher presents a presentation of the SMPN data 29 Bandar Lampung.

Table 6. Number of Students at SMPN 29 Bandar Lampung

Year Lesson	Number of Registrants (Prospective New Students)	Class VII		Class VIII		Class IX		Amount (Class VII + VIII + IX)	
		The number of students	Number of Rombels	The number of students	Number of Rombels	The number of students	Number of Rombels	Student	Rombel
2018/2019	422	313	11	266	9	415	13	994	33
2019/2020	593	332	11	294	10	257	9	883	30
2020/2021	904	310	10	324	11	270	9	904	30
2021/2022	535	306	10	309	10	324	11	939	31
2022/2023	436	323	11	311	10	312	10	946	31

Source : SMPN 29 Bandar Lampung, 2024.

Table 7. Teacher data at SMPN 29 Bandar Lampung

No.	Level of education	Number and Status of Teachers						Amount
		Permanent Teacher / Civil Servant		Non-Permanent Teacher/Assistant Teacher		First Aid		
		L	P	L	P	L	P	
1.	S3/S2	1	6	-	-	-	-	7
2.	S1	7	33	1	13	2	7	63
3.	D-4	-	-	-	-	-	-	-
.	D3/Sarmud	-	-	-	-	-	-	-
.	D2	-	-	-	-	-	-	-



D1	-	-	-	-	-	-	-
High school/equivalent	-	-	-	-	-	-	-
Amount	8	39	1	13	2	7	70

Source : SMPN 29 Bandar Lampung, 2024.

Table 8. Room data at SMPN 29 Bandar Lampung

Room Type	Quantity (pieces)	Size (pxl)	Condition	Room Type	Quantity (pieces)	Size (pxl)	Condition
1. Warehouse	1	7 x 3.5	Good	10. Worship	1	6x7	Good
2 Warehouses	1	7 x 1.5	Good				
2. Kitchen				11. Replace			
3. Reproduction				12. Cooperative		-	
4. Teacher's KM/WC	3	4x3	Good	13. Hall/Lobby	-	-	-
5. Student KM/WC (8)	28	16x21	Good	14. Canteen	7	5x12	Good
6. B.K	1	7 x 14	Good	15. Pump House/Water Tower	3	3 x 4	Good
7. UKS	1	4x7	Good	16. Vehicle Ward	2	6 x 15	Good
8. PMR/Scouts	1	4x3	Good	17. Guard House	2	7x9	Good
9. Student council	1	4x3		18. Guard Post	1	2 x 2	Good

Source : SMPN 29 Bandar Lampung, 2024.

Strategic Planning in Improving the Quality of Education

Strategic planning at SMPN 29 Bandar Lampung is an important step to achieve the goal of quality education. The strategic planning process involves several steps, involving various competent parties. The steps taken that are implemented in strategic planning include: forming a vision and mission formulation team so that incentives can carry out maximum planning. SMPN 29 Bandar Lampung uses work meeting forums to develop the best strategy. Vision and mission are two main concepts in strategic planning. These two concepts form the basis for achieving goals and directing organizational



activities, including in the context of educational planning in schools. The preparation of the vision and mission is carried out by the drafting team by aligning the existing vision and mission with the situation and conditions or developments of the times with the aim that the formulated vision and mission are constantly updated. Student achievement continues to increase, graduates are accepted at favorite universities, competent human resources, a conducive environment and adequate infrastructure are very valuable strengths for SMPN 29 Bandar Lampung.

Strategic Evaluation in Improving Education Quality

Strategic evaluation is an important step in ensuring that the strategies that have been formulated and implemented can contribute effectively to improving the quality of education. For every institution, strategic evaluation education is a medium for improving the institution in the future, especially for SMPN 29 Bandar Lampung, it has been carried out through several official meeting agendas between the principal and the committee , because with the results of the evaluation process, the leadership can find out the obstacles faced, so they can immediately complete it in the hope of improving the quality of the institution . Organizations that believe that the process is complete once the plan is implemented will only find themselves doomed to failure. It is critical for organizations to continuously monitor progress.

Strategy evaluation at SMPN 29 Bandar Lampung has been carried out through several official meeting agendas between the principal and the school committee with the aim of continuing to update applicable education policies. Joint meetings with the principal, committee and deputy principal are held at least twice a year. A special meeting of madrasa heads and deputy heads has been held and is conditional. Meetings of teachers, employees, principals, and committee meetings.

Apart from that, an evaluation of human resource improvement was carried out by providing training for teachers and employees which was carried out on a monthly and weekly basis. If it is urgent, both schools carry out special training for the employees concerned. Forms of coaching include: 1.) Strengthening during routine coordination and evaluation meetings; 2.) Summoning certain teachers or employees who are less orderly and less disciplined; and 3.) Dismissed if there are no changes.

According to the researcher's analysis, it can be concluded that the alternative formulation of quality improvement strategic management that must be carried out by the SMPN 29 Bandar Lampung educational institution is to involve all *stakeholders* in each



stage of strategic management. In formulating strategies (*formulating*), implementing strategies (*implementing*) and evaluating strategies (*evaluating*), *all elements of* the SMPN 29 Bandar Lampung educational institution must be involved in it. Because the involvement of all stakeholders will make it easier to improve and create quality and competitive Muhammadiyah educational institutions.

CONCLUSION

Based on the results of research conducted at SMPN 29 Bandar Lampung above, it can be explained that the thing that must be considered in making a strategy is how an organization is able to formulate a vision, mission and goals that are clear and measurable and then connected to the existing conditions faced (internal environment and external) by determining the resources that constitute the organization's strategic advantage, creating effective and efficient strategies to achieve organizational goals, and the principle in making strategies is how an organization overcomes competition and wins competition by using the resources it has. The following are the strategies that will be used to improve the quality of education at SMPN 29 Bandar Lampung:

1. Carrying out equitable development of student achievements so that students can improve their quality from academic learning and non-academic training to achieve more achievements, thereby improving the quality of the institution's output.
2. Make regulations regarding library visits and the principal regularly evaluates and supervises students
3. Collaborating with the best institutions and improving student achievement by giving appreciation to students.

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