

The Relevance Of Deep Strategic Management Improve Quality Education And Power Competition In University Bandar Lampung

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Abstract

This research aims to investigate the conditions, analyze, implement and evaluate strategic management and its impact on improving the quality of education and competitiveness at Bandar Lampung University. The research method used is a descriptive qualitative method. The play subjects in this research were three students from the management study program at Bandar Lampung University. Data was collected through in-depth interviews, intensive observation and documentation techniques. Data analysis was carried out by compiling the results of in-depth interviews, intensive observation, and documentation systematic through data reduction, data presentation, and drawing conclusions. The research results show that there is a significant relationship between strategic management and education quality and competitiveness. Education quality is the play benchmarks in assessing the quality of an educational institution, which includes student achievement, teaching quality, and overall school programs. Therefore, the quality of education is the main indicator determining an institution's ability to compete in a competitive educational environment.

Keywords:Relevance, strategic management, educational quality, competitiveness.



INTRODUCTION

One of the human needs in the development and management of resources humanity is that the government consistently improves the quality of education. Education should touch all regions in Indonesia, because higher education is The main factor in achieving goals and equipping students with abilities better. Since 1986, the Indonesian government began to develop resources humans carried out major reforms in the context of higher education, various programs have been applied For increase quality, Wrong the only one is guarantee quality (Rifai, 2019).

Rapid technological developments have a broad impact on various aspects of life, including education (Mulyani & Jamilus, 2021). Important for public For get an education that allows them to develop into good individuals better. Education is a human effort to optimize its potential through a process learning or other methods recognized by society. The role of education is very important important in change life man in a way functional. With see history humans, we can see significant developments in science as well change Which occurs in man. (Qolbi & Hamami, 2021).

Today, globalization brings changes to every structure, in every part of the world. In this process a lot the impact it has on human life. Education makes an important contribution to improving the quality of Human Resources (HR) of a country. Higher education provides preparation for the workforce with skill And qualification Which needed by market Work. In side That, institution education tall Which quality Also capable build candidates leader And intellectuals of a nation, which will influence the direction of that country's development period coming. (Nulhaqim et al., 2016).

In recent times, educational institutions have become an indispensable necessity avoided. Every person old expected try hard For ensure children they study at the best institutions and have high quality standards (Pujiharti, 2023). With many institution education Which popping up, competition in between they are getting fiercer (Hadi & Niken Ayu Khoirun Nisa, 2023). Every university is trying hard to attract as many students as possible without compromising the quality of teaching. However, in an effort to win the competition, it cannot be denied that every institution do various strategies. To record conditions, analyze, implement and evaluate strategic management, as well as impact its implementation in increase quality education And Power competitive in Bandar Lampung University. Along with the increasing number of superior universities spread throughout Indonesia, including in Lampung, competition in the world of education is becoming getting more intense. One example is the achievement of Bandar



Lampung University as one of the leading educational institutions in Lampung Province and as a tertiary institution private best in Sumatra The South is the destination in this research.

Bandar Lampung University (UBL) has won an award as a Private University Best Rating I during five year consecutive. Evaluation aspect institutional And Information Systems carried out in 2019, 2020, 2021, 2022, and 2023 in the environment Ministry of Education and Culture Education Services Institute. Because of competition Which increase in world education, the more Lots university quality tall Which spread in all over Indonesia, including in Lampung. Higher Education Region II Sumatra South, Lampung, Jambi, Bengkulu and Bangka Belitung.

LITERATURE REVIEW

Management strategic

In Language English, "management" Based on definition Which has mentioned, Management can be understood as the process of organizing and managing human resources in a way effective For reach objective certain, Which involve draft organization And administration (Syukri & Putra, 2023). Linguistically, "strategic" refers to a plan or ways certain.

Management strategic is Skills, technique, And knowledge in formulate, implement, and evaluate organizational decisions, both in business and non-business contexts. These decisions are influenced by changes that occur constantly in the environment internal and external to the organization, which enables the organization to achieve appropriate goals hope. Fundamentally, strategic management studies formulation, implementation and evaluation decision cross sectoral Which help organization achieves the goal.

Of these various definitions, strategic management focuses on management integration, marketing, finance, process implementation, study And development, as well as evaluation success. Quality generally refers to the superiority of a product or result Work, Good in a way real nor No, Which sometimes give rise to difference view and perceptions among para expert.

Management Strategic Enhancement Quality

In context education, quality refer on process And results learning. Educational institutions need to have effective management and strategies to achieve expected



educational standards. Quality management becomes a philosophy of improvement continuously aimed at meeting current customer needs, desires and expectations This And period front (Ristianah & Ma'sum, 2022). Standard education in perspective education can be measured through performance student, process learning, And ability graduate of to continue education.

Management strategic in education refers on effort organization For develop strengths to take advantage of opportunities to achieve goals according to the mission And vision Which has set (Sharif et al., n.d.). University Bookie Lampung has adopt management strategic with formulate vision, mission, And objective Which clear. Focus main strategy This is enhancement source Power man educator And powereducation, as well as enhancement quality student in facet content, feature, And infrastructure core.

The success of an institution in improving the quality of education will make a contribution great for the development of human resources and the world of education as a whole. Application management strategic Which oriented on quality education can make a significant contribution to the development of human resources (Nurnaningsih et al., 2023).

Bandar Lampung University has implemented various strategies to improve quality and educational competitiveness, including institutional accreditation as one of the steps to meet national education standards. Increased awareness of the importance of assessment quality that includes aspects of learning and student outcomes has also been a concern. Besides teaching Which Good, quality learning student become indicator main from education high quality.

Management Strategic Power competitive

One way that can be considered to maintain and increase power educational competitiveness is through use of competitive strategies (Septiyani et al., 2023). Strategic competitiveness is an important tool to compete. Keys to success and also factors which creates a competitive advantage In the world of education, competition is a thing which usually occurs, and the most effective factor in winning the competition is quality. Who even Which own quality the own chance For reach superiority in competition.

First of all, strategic competitiveness must be taken seriously. This means identifying the strengths and weaknesses of the educational institution, as well as the



opportunities and threats in the surrounding environment. This analysis helps in formulating appropriate strategic plans to increase competitiveness. Competition in the world of education is becoming increasingly deep and diverse. Educational institutions must be ready to face fierce competition at the local, national and global levels. Therefore, it is important to have a deep understanding of the education market and ongoing trends.

In competitive matters, quality is a key factor that determines success. Educational institutions that are able to provide high-quality education and offer a satisfying learning experience will have a significant competitive advantage. This can be achieved through recruitment and retention of quality teaching staff, development of relevant and innovative curricula, and provision of adequate supporting facilities and resources. In addition, it is important to continuously innovate and adapt to new technological developments and educational trends. The use of information and communication technology, for example, can be a very effective tool in increasing the efficiency and effectiveness of learning, as well as expanding the reach of educational institutions.

Currently, collaboration and partnerships between educational institutions, government, industry and society are also the key to increasing competitiveness. This collaboration may include the exchange of knowledge and resources, joint program development, and internship and work placement opportunities for students. By implementing a holistic and sustainable competitive strategy, educational institutions can strengthen their position in global competition and make a greater contribution to improving the overall quality of education.

METHODOLOGY STUDY

This research uses a descriptive approach which aims to provide a detailed description and explanation of the research conditions and variables or situations in field with use data qualitative (Sugiono, 2019). Method Which applied is a field case study conducted at Bandar Lampung University from January 1 2024 to January 15 2024, involving three major students management as subject main study. Collection data done through in-depth interviews, intensive observation, and documentation techniques. The data is then analyzed systematically by carrying out data reduction, presenting data, and drawing conclusions. This approach allows researchers to obtain comprehensive and comprehensive information details regarding the case Which currently researched.



RESULTS

Based on the results of interviews with respondents, several points are known, including:is regarding the following matters:

Understanding about Management Strategy

All respondents have a strong understanding of the concept of "Strategic Management" in the scope of higher education. They realize that implementing strategies can bring about significant changes in the quality of education. Higher education institutions that understand strategic management will be able to develop a clear and focused vision and mission. A strong vision describes an ideal picture of the institution's future, while a mission provides direction about the concrete goals to be achieved.

Strategic management allows institutions to set goals and objectives that are specific, measurable, achievable, relevant, and time-bound. This helps in focusing on desired achievements as well as enables effective performance measurement. Higher education institutions need to understand their internal and external environments. This includes an analysis of the strengths, weaknesses, opportunities and threats (SWOT) that impact their performance and position in the education market.

Based on SWOT analysis, educational institutions develop strategies to achieve predetermined goals and objectives. These strategies can include various aspects, such as curriculum development, recruiting quality teaching staff, improving facilities, or using educational technology. Strategy implementation is carried out through a series of steps and decisions taken by institutional leadership and staff. During the implementation process, continuous evaluation is carried out to monitor progress and adjust strategies as needed.

Strategic management pays attention to performance measurement as an important part of the process. Higher education institutions use relevant performance indicators to assess the extent to which their strategies are successful in achieving their stated goals. By having a strong understanding of strategic management, leaders and managers of higher education institutions can be more effective in managing change, improving the quality of education, and achieving competitive advantage in an increasingly complex and changing world of education.



Application Management Strategy in City University Lampung

All three respondents agreed that strategic management had been implemented well in environment academic University Bookie Lampung. Steps concrete, like enhancement curriculum, evaluation performance lecturer, And support to development source power, demonstrating commitment to improve the quality of education.

Linkages with Enhancement Power Competitive

Respondent state that there is linkages Which tightly between application strategic management by increasing the competitiveness of Bandar Lampung University. Step- step strategic, like cooperation international And development research, considered give positive impact on university reputation.

Impact to Quality Learning And Teaching

In general, the impact of implementing strategic management on the quality of learning and teaching is considered very positive. Technology integration, innovation in teaching methods, And support to innovation in development curriculum recognized as factor contributor.

Challenge in Implementation

Respondent confess exists challenge in implement management strategy, especially related to the quality of education. However, they noted that the effort together, such as improving communication and training to improve skills teaching, has been done to overcome this.

Participation Entire Party

Active participation of all parties (students, lecturers and education staff) is considered very important for the successful implementation of strategic management. This initiative is considered askey success of the initiative.

Innovation And Best Practice

There is agreement that application management strategy has produce innovation and best practice, including new teaching methods, holistic assessment, and empowerment resource.



Role Leadership Academic

The role of academic leadership is recognized as a key factor in supporting and motivate the implementation of strategic management. Clear vision, guidance and support strong considered an important element.

DISCUSSION

Results interview with respondents about application management strategic in Bandar Lampung University can be associated with several strategic management theories known in the literature. In the concept of strategic management, Mintzberg and Lampel states that this includes the formulation, implementation and evaluation of policies and steps organization. Results interview show understanding Which strong from respondents to this concept.

According to David (2013), strategic management is the art and science of formulating, apply, And evaluate decision cross function Which possible organization achieve its goal. According to Stephen P. Robbins and Mary Coulter (2014), management strategy is activity Which done manager For develop strategy organization. This involve all function management base like planning, organizing, leading, and controlling. Meanwhile, according to Rivai and Darsono (2015), strategy is the ways and tools used to achieve final goals. Strategy must integrate all parts of the organization into one whole to achieve objective that end (Dunan et al, 2020).

Theory "Five Forces" by Porter support view that For reach competitive advantage, Organizations must take steps strategic special. Enhancement curriculum, evaluation performance lecturer, And empowerment source Power in University Bandar Lampung reflect implementation strategy This (Mootalu et al., 2023).

Barney's theory of resources and capabilities states that organizations need identify and manage unique internal resources to achieve excellence competitive. Steps strategic like development research And cooperation International education at Bandar Lampung University creates competitiveness at the national level nor international (Yayuk Juliana et al., 2023).

Draft adjustment with change environment, as mentioned byMintzberg, can be found in the positive impact of implementing strategic management on quality learning. Integration technology And innovation in process teaching reflect adaptation to educational development (Mansyur & Sumarni, 2023).



Strategic management theory emphasizes the participation and commitment of all members organization. The results of the interviews showed that the active participation of all parties, including students, lecturers, and educational staff, are needed for the successful implementation of the strategy. Innovation theory, as explained by Teece creates a relationship between innovation and superiority competitive. Innovation in method teaching, evaluation holistic, And resource empowerment at Bandar Lampung University can be considered the best practice (Khotijah, 2023).

Recommendation For increase investment in development source Power people and collaboration with industry in accordance with the concept of resource management and value creation in strategic management theory. Through its connection to management theorystrategic, it can be concluded that the method used by Bandar Lampung University reflects efforts to achieve competitive advantage and adapt to environmental changes, which in turn is expected to improve the quality of education and university competitiveness the. Although a number of respondents state exists difference perception or understanding, efforts have been made to align views between management and perpetrator academics through open communication and discussion forums.

CONCLUSION

Based on results interview with respondents about application management strategic management at Bandar Lampung University, it can be concluded that strategic management has significant relevance in improving the quality of education and competitiveness university the. Application concepts management strategic, like formulation, implementation, And evaluation policy organization, has applied with Good in University Bandar Lampung. Strategic steps, as reinforced by the theory of "Five Forces" Porter, Barney's resources and capabilities, made a positive contribution to reach superiority competitive and competitiveness in level national as well as internationally.

Impact positive Also seen in enhancement quality learning, Which reflects adaptation to changes in the educational environment. Participation of all parties, innovation, academic leadership roles, solving challenges, and aligning perceptions is also an integral part of these efforts. Recommendations for increasing investment in human resource development and collaboration with industry in accordance with draft



management source Power And creation mark in theory management strategic give concrete directions for further improvement carry on.

Thus, the overall research shows that the application of management strategic in University Bookie Lampung has give impact positive in increase quality education And Power competitive. Steps Which taken reflect awareness will importance adaptation to change And managementresources effectively to achieve strategic objectives, which in turn are expected can strengthen the university's position in higher education scene.

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