

The Cooperation of Senior High School with the Business and Industry Sector

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Abstract: Senior High School 8 Malang educational institutions in carrying out agreed-upon tasks, functions, and goals certainly cannot be separated from problems that must be resolved by an educational institution. Senior High School 8 Malang cooperates with other relevant institutions, related to the input, process, output, and utilization of graduates. The purpose of this research is to find out what kind of collaboration is carried out by Senior High School 8 Malang. This research approach is qualitative, the type of research used is case studies and techniques used by researchers, namely interviews, observation, and documentation. The results showed that Senior High School 8 Malang had collaborated with various non-educational institutions including in the Commercial Business Organization or *Economics Economic* (Group) namely CV PSP Solution, PT Paiton Energy, and IBEKA; AIESEC youth group: Many press media collaborate with Senior High School 8 Malang, including Malang Times (PT Dawai Citra Semesta), Semut Jingga Creative, and Radar Malang.

Keywords: public relations, the business sector, the industry sector

I. INTRODUCTION

Educational institutions that are centered here at Senior High School 8 Malang are the main actors as actors in managing educational programs. In carrying out the tasks, functions, and objectives agreed upon by the educational institution, it certainly cannot be separated from the problems that must be resolved by an educational institution. Therefore, an educational institution must have a strategy in improving the quality of education to achieve the desired goals together in determining the right strategy the role *stakeholders* of the educational institution cannot be separated from the proper implementation of education. *Stakeholders are* not only input from the educational institution itself, but also play a role in the education process. In connection with the right strategy and the conditions of the *stakeholders*, it is necessary to create a symbiotic relationship of mutualism that is done by both in achieving and realizing shared educational goals.

The form of the relationship is cooperation or partnership. Cooperation is a way out to achieve certain goals in a way that makes it easier for a formal educational institution or not [1]. The partnership relationship between schools and the outside community is a form of external communication based on shared responsibilities and goals. The school collaborates with other relevant institutions, related to the input, process, output, and utilization of graduates. School collaboration can be carried out with the government and non-government institutions such as universities, equivalent schools, as well as the business world and the industrial world in its environment [2]. Some principles of

cooperation according [3] to are transparency, accountability, mutual benefit and prioritizing satisfaction with service.

School and community relations work programs in their preparation need to pay attention to several stages. The stages of public relations work program according to Rosady in [4] include examining the general behavior and relations of institutions regarding the environment, determining and correctly interpreting the behavior of each group member towards the organization, describing the level of community aspirations internally and externally, anticipating the occurrence of a problem, needs and opportunities, deciding various policy formulations, planning an action relevant to improving the behavior of the target community, carrying out activities based on the planned program, receiving feedback for the evaluation process to adjust to what is needed.

II. METHOD

This research uses a qualitative approach. Qualitative research that aims to understand phenomena about what is experienced by research subjects such as behavior, perception, motivation, actions, etc., holistically, and in a descriptive way in the form of words and language, in a special natural context and by utilizing various scientific methods [5]. This type of research is a case study [6]. According to qualitative research that uses case studies means that research is focused on just one phenomenon that is chosen and wants to be understood in depth, ignoring other phenomena. Therefore, researchers choose the type of case study research intending to find out in-depth about the cooperation of educational

institutions with non-educational institutions. The techniques used by researchers are interviews, observation, and documentation. The technique is used to obtain relevant, accurate and in-depth data.

The reason for choosing this qualitative approach is because it departs from a real phenomenon or event and wants to be studied to obtain information about the collaboration carried out at Senior High School 8 Malang. The steps taken are by attending directly to the field located at Senior High School 8 Malang. The interview is done by showing an observation letter which then agrees to determine the time. After the agreement was made, the researcher had the opportunity to interview the Vice Principal of the Public Relations Section at Senior High School 8 Malang. Interview conducted by researchers is using open interview techniques, namely interviews with conditional and ongoing circumstances. The document that the author does is as supporting data only, it has been known beforehand that the main data are from the Deputy Principal of the Public Relations Section.

III. RESULTS AND DISCUSSION

Following the interviews that have been carried out that Senior High School 8 Malang has collaborated with the business and industry sector. A school must indeed collaborate with the community both in the form of educational institutions and non-educational institutions because according to Maisyarah in [4] that the relationship between educational institutions and the community is a process of communication between educational institutions and the community with the aim to increase understanding the community towards the needs and practices of education and ultimately work together to improve the quality of education in educational institutions. The relationship between the school and the community can be in the form of educational, cultural, or institutional relationships. The community is a laboratory for the school. The relationship between the school and the company is mainly in the form of placement of student work practices and the absorption of students after graduating from school.

Senior High School 8 Malang has collaborated with various non-educational institutions including in the Commercial Business Organization or *Economics* (Group), namely: (1) CV PSP Solution which provides guidance on the use of the Smart School system for residents of Senior High School 8 Malang; and (2) PT Paiton Energy and IBEKA assist in the implementation of the Solar Panel Program for schools. PT Paiton Energy is the first company and is the largest Independent Power Producer (IPP) operating in Indonesia which owns and operates three coal-fired power plants in the Paiton Power Complex in East Java and provides 2,045 MW of electricity to PT PLN (Persero), which approximately 6% of the total installed capacity in Java. IBEKA is a People's Center for Economic and Business Institutions (Institute for Business and Popular Economy), helping to build electricity in Indonesia, the Asia Pacific and Africa.

In youth groups (Youth) which are engaged in youth such as Scouts and other youth organizations. The programs are recreation, religion, health, international and national relations, sports, art, conversation, and so on. And who was met in collaboration with Senior High

School 8 Malang, namely AIESEC. In the government group that collaborates with Senior High School 8 Malang, GIZ Germany. GIZ Germany is a company or organization of the Federal Government of Germany that cooperates with the Indonesian government in the field of environment, and in this collaboration, GIZ Germany provides socialization in the field of environmental management to Senior High School 8 Malang.

Many press media collaborated with Senior High School 8 Malang, including the Malang Times (PT Dawai Citra Semesta) who assisted the school Journalist Institution program, Semut Jingga Creative who collaborated on the publication of school yearbooks, and Radar Malang who provided assistance in the field of Publication of MPLS activities in 2017 and in organizing PKWU Journalism.

Collaboration with non-educational institutions is carried out when there are certain activities or without certain activities in schools. For example, in the student exchange program with the country of Thailand. Many things must be maintained so that cooperation with non-educational institutions continues to run well, and at Senior High School 8 Malang is maintaining good relations with alumni so that this school excels in the field of relations. For example, with the presence of Mr. Nur Pamuji (he is a former teacher at Senior High School 8 Malang) who is now a Director of Tirta Services, he gave infiltration wells to Senior High School 8 Malang.

The process and procedures carried out when collaborating with non-educational institutions in Senior High School 8 Malang, namely, Mr. Nur Pamuji first came to Senior High School 8 Malang and explained the advantages of its products that were first present in Indonesia and the only one that used was Senior High School 8 Malang and inaugurated by Minister of Education Mr. Muhadjir Effendi.

The collaborative planning process consists of accepting the cooperation proposal and coordinating whether or not the collaboration can be carried out, then the preparatory stage includes collecting and compiling data, controlling the completeness of the data, determining whether or not the data is complete before composing the MoU. The third step is to compile the MoU draft, check the validity of the MoU draft and if there is an error, a revision is made. The fourth stage is a decision agreement covering legalizing the MoU draft, duplicating and distributing the MoU [3].

It can be concluded that Senior High School 8 Malang has not been able to implement the processes and procedures of collaboration with non-educational institutions that are in accordance with the theoretical studies described above, but it is better if Senior High School 8 Malang continues to make improvements in this regard by applying the processes and procedures of cooperation there is to be able to create good and mutually beneficial cooperation between the two parties concerned.

Senior High School 8 Malang in collaborating with non-educational institutions is very useful and beneficial for both parties, especially for schools because it can help expedite the process of teaching and learning activities of students in schools. The advantage for both parties is that in addition to being able to supply about 30% of the

electricity needs of Senior High School 8 Malang and from there students can learn solar cells which are very closely related to Chemistry, Physics and also entrepreneurship subjects. So, the benefits of holding a collaboration between schools are to be able to facilitate all school programs that are considered difficult to achieve, and the benefit for non-educational institutions themselves is to be able to know the activities of educational institutions and programs.

Assistance provided by non-educational institutions to schools is assistance in the provision of skills, education, and learning in schools, both physical and non-physical facilities. This is in line with the forms of public participation in general according to Slamet and Keiswandani in [4] can be in the form of: (1) physical facilities such as places and equipment for learning in class, teaching tools, books teaching books, and equipment for various practitioners, or equipment for skills; and (2) non-physical facilities such as time, opportunity, cost, and various rules and policies of school leaders. [7] also argues that if the school committee and parents participate optimally, it will facilitate the success of the school in improving the quality expected. The meaning is that if the school committee and parents participate maximally, it will facilitate the success of the school in the expected quality improvement. [8] also argue that schools need the participation of the community to support the implementation of their programs. Without involvement or participation from the community, of course, school programs that have been well structured cannot go according to plan, which results in the inadequacy of education quality.

The conditions set by the school to be able to collaborate is that its contribution can be used to support the learning of all students at Senior High School 8 Malang. This is in line with [9] The requirements for applying for cooperation with other institutions are as follows: (a) Voluntary, schools are willing to collaborate without being forced to, voluntarily called good cooperation must be voluntary. Cooperation with forced is not good because people who are forced to work result in not doing the job optimally; (b) mutual benefit, the collaboration will be successful if it is mutually beneficial. Everyone feels lucky nobody loses.

Senior High School 8 Malang has never cut off cooperation between schools and non-educational institutions. However, the termination of the cooperation will be carried out if one of the two parties violates the agreement agreed on the agreement sheet. This is in accordance with the statement of [10] if the activities of school relations with the community want to be successful in achieving the target, both in the sense of the community/parent target that can be invited to cooperation or the desired outcome target, then some implementation principles must be considered and attention. This is very important to increase the community's assessment and trust in the school.

There is also an obstacle in the collaboration that is with IBK, the obstacle is that the director is Japanese, so as an Indonesian citizen, the school found it difficult to unite the language used. Obstacles faced by educational institutions in establishing cooperation with non-educational institutions, one of which is the purpose of

unclear communication and communication skills that are less supportive. Good communication between the two parties that collaborate is a very important aspect to do because it all starts with effective communication and clear objectives.

The parties responsible for the collaboration carried out are the school principals, whatever the form of cooperation, it will still be all school principals who know and sign the agreement sheet (MoU). [11] Efforts to establish cooperative relations between schools and institutions non-education is something that cannot be denied by schools. To establish this collaboration the school must try its best to be able to attract these institutions to voluntarily be willing to work with the school to support learning activities in schools. In carrying out this effort, school public relations play an important role to support the establishment of a cooperative relationship, namely by fostering good communication and fostering harmonious relationships with the public both *internally* and *externally*. This is reinforced by the statement [12] cooperation continues to be formed in a planned and sustained by each school with the business and industry sector has a goal to enable students to become more competent and schools get a positive image in the community, which has meaning that cooperation continues to be formed in a planned and ongoing manner by each school with the aim of the business and industry sector to enable students to become more competent and to get a positive image of the school in the community.

IV. CONCLUSION

Senior High School 8 Malang has collaborated with various non-educational institutions including in the Commercial Business Organization or *Economics Economic* (Group), namely: (1) CV PSP Solution; and (2) PT Paiton Energy and IBEKA; in youth groups (Youth). The programs are recreation, religion, health, international and national relations, sports, art, conversation, and so on. And who were found in collaboration with Senior High School 8 Malang, namely AIESEC; in the government group that collaborates with Senior High School 8 Malang, namely GIZ Germany; Many press media collaborated with Senior High School 8 Malang, including Malang Times (PT Dawai Citra Semesta), Semut Jingga Creative, and Radar Malang.

All school relations activities with the community must be integrated, in the sense of what is explained, conveyed and presented to the public between information on academic activities and information on non-academic activities. Collaboration continues to be formed in a planned and ongoing manner by each school with the aim of the business and industry sector to enable students to become more competent and to get the school a positive image in the community.

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