

Partnership Management Between SMK Negeri 2 Gedangsari Fashion Expertise Program and Astra Michael D. Ruslim Education Foundation

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Abstract: This study aims to describe the planning, organizing, implementing, and supervising the partnership of the SMK Negeri 2 Gedangsari Fashion Expertise Program with the Astra Michael D. Ruslim Education Foundation. This research is qualitative research with the phenomenology approach. The research subjects were determined purposively consisting of vice principals for public relations, vice principals for infrastructure, head of administration, head of fashion expertise program, DIY regional coordinator and Board of Astra Education Foundation Michael D. Ruslim. Data collection is through in-depth interviews, observation, and document analysis. The analysis is carried out with the stages of processing and preparing raw data, building a general sense, coding data, describing categories and themes, presenting narrative data, and interpreting data. The results of the study are as follows. (1) The partnership planning is carried out with collaboration between schools and the Astra Michael D. Ruslim Education Foundation through the process of integrating programs and joint deliberations. (2) Organizing partnerships is done by grouping human resources according to their duties and responsibilities. (3) The partnership is carried out by the vice principal for public relations and the head of the fashion expertise program and the DIY regional coordinator from YPA MDR. The vice principal for public relations and head of fashion design expertise program carry out activities provided; while the management of YPA MDR provides physical and non-physical assistance. (4) Partnership oversight is carried out with complementary cooperation between the vice principal for public relations, vice principal for infrastructures, head of administration, head of fashion expertise program, DIY regional coordinator and board of trustees. YPA MDR conducts supervision in administrative aspects using the instrument of monitoring the success of the program, while teachers and foundations conduct supervision in non-administrative aspects through observing participation in the partnership process.

Keywords: *partnership management, partnerships, vocational high schools*

INTRODUCTION

Unemployment is a problem that is felt hard for Gunungkidul Regency. There is a large number of unemployed SMK graduates in Gunungkidul Regency, Yogyakarta Special Region because it is expected that after graduating from SMK, it can fill the business world and the industrial world. Based on the People's Sovereignty (28/2/2019) reported from a survey conducted by the Central Statistics Agency (BPS) in 2017 the number of open unemployment was 7,085 people and 3,223 people were dominated by Vocational High School (SMK) graduates. Whereas in 2018 the number of unemployed people has risen to 9,249. Unemployment can be caused by the lack of preparation of students to enter the existing business and industrial world.

Companies that collaborate with State Vocational High School 2 Gedangsari, especially in the field of fashion include the Astra Michael D. Ruslim Education Foundation, which is an institution that runs the Corporate Social Responsibility (CSR) program. The partnership between SMKs and the Astra Michael Foundation Education Foundation D. D. Ruslim has

indeed become one of the benefits to reduce the gap between the needs of the workforce and the expertise of SMK graduates. The partnership of public schools with typical external partners can be seen in SMK Negeri 2 Gedangsari, Gunungkidul Regency. Judging from the historical aspects of the founding of the school, the partnership that was carried out in this school was truly interesting and unique in contrast to the partnership that was carried out by other schools.

Based on the results of preliminary studies (preliminary studies), it is known there are some uniqueness in the partnership in the school. Historically this school was established with the aim of recovery of earthquake victims in the Special Region of Yogyakarta on May 27, 2006. The school was established with a partnership in partnership involving the Government of Gunungkidul Regency and the Astra Michael D. Ruslim Education Foundation. The division of roles in the partnership is that the Gunungkidul Regency Government provides administrative support to accelerate the legalization of school attendance, while the Astra Michael D. Ruslim Education Foundation provides funds of Rp 15 billion for the construction of school buildings and facilities.

Another uniqueness is the status of State Vocational High School 2 Gedangsari is a state school, which of course the rules in it are very bound by the government bureaucracy. However, SMK Negeri 2 Gedangsari actually has Astra Education Foundation partner Michael D. Ruslim making this something extraordinary. This partnership is not limited to things that are material support as is done by partners from many private schools, but in this partnership is carried out until the collaboration of the implementation of preservation of local wisdom in the form of batik art in SMK 2 Gedangsari.

The partnership model between Gedangsari State Vocational School 2 with the Astra Michael D. Ruslim Education Foundation is certainly quite interesting and unique. Based on experience so far there is not much a State Vocational School in an effort to preserve local wisdom in an area managed through partnerships with the private sector. In general, a partnership is only limited to the aspects of funding or human resource development institutions, not to get involved until the realm of preserving the local wisdom of an area.

As a state school and forging partnerships with the private sector, it is natural that in the process of partnership several problems arise. Sometimes the school considers that school management is the authority of the school. On the other hand, the Astra Education Foundation Michael D. Ruslim feels he has the authority to be involved as stated in the Memorandum of Understanding (MoU) signed by both parties. The situation is certainly not in accordance with the foundation of partnership between the two parties in advancing education by preserving the local wisdom of actualizing batik in the form of partnership cooperation between schools and partners that are equal and mutually respectful.

Problems that arise indicate a pattern of communication between the two parties that are not smooth. The coordination mechanism in school management, especially in the public relations field, is complex and complex because it must be implemented jointly between the school and the Astra Michael D. Ruslim Education Foundation. This has an impact on school policy making in making decisions in implementing programs from schools and foundations. These conditions can lead to conflict, especially if urgent decision making is needed.

Bearing in mind that Gedangsari 2 State Vocational School is the only high school that has a partnership with the Astra Michael D. Ruslim Education Foundation, the hope of this research can be an additional academic study in the field of school management, especially in the field of vocational partnership and can be a learning material for every Vocational School in establishing partnerships with external institutions to develop partnerships.

THEORY

According to (Ebert, 2007) management is a process of planning, organizing, directing and controlling financial, human, and corporate information resources to achieve its goals.

Mutiara (Panggabean, 2002) states that management is a process that consists of the functions of planning, organizing, directing and controlling the activities of human resources and other resources to achieve the goals set efficiently.

According to Luther Gulick defines management is a field of science that seeks systematically to understand why and how humans do a work together to achieve goals and make this system of cooperation more beneficial to humanity (Handoko, 2007).

Management as an art is the ability to manage something creatively. In general, management is the management of a job to get results to achieve predetermined goals by moving others to work (Herujito, 2001). According to George R. Terry stated that practitioners consider that success in management is largely determined by knowledge and expertise that covers three fields that are (1) engineering; (2) humane; and (3) thinking.

From the above understanding it can be concluded that management is a process of planning, organizing, implementing and controlling from utilizing resources to achieve a certain goal.

METHOD

In carrying out this research, researchers used a qualitative approach. Qualitative research using phenomenology. Qualitative research according to Sugiyono (Sugiyono, 2013) is a type of research used to examine the condition of natural objects, where researchers as key instruments, data collection techniques are carried out by triangulation, data analysis is induction and the results of research are more emphasized on the meaning of generalization.

Researchers choose a qualitative approach with the aim that the research undertaken to obtain deeper, clearer and more precise data. This research is a descriptive qualitative research with the intention to describe, describe and describe the partnership management of SMK Negeri 2 Gedangsari in the fashion expertise program with the Astra Michael D. Ruslim Education Foundation.

This research was conducted at SMK Negeri 2 Gedangsari which is located in Prengguk, Tegalrejo, Gedangsari, Gunungkidul. The reason for choosing this school as a place of research is because this school is the only high school that has a partnership with the Astra Michael D. Ruslim Education Foundation in Gunungkidul Regency. Thus, researchers chose SMK Negeri 2 Gedangsari Gunungkidul as a research site.

This research was conducted for 4 (four) months in 2019 with the details: 1) preparation to take care of a research permit from SMK Negeri 2 Gedangsari and the Astra Michael D. Ruslim Education Foundation for two weeks, 2) conducting research for two months, 3) processing data and report preparation for 1.5 months.

Determination of research subjects is done purposively (based on specific objectives and considerations). Purposefully selected as research subjects are the parties involved in the management of school partnerships in SMK Negeri 2 Gedangsari.

The research subjects of the school management consisted of vice principal of public relations, vice principal of Sarpras, head of fashion expertise program, head of administration. In this research, the vice principal of public relations as a key informant from the school

because it is the person who carries out the functions of school management and is considered the most knowledgeable about the ins and outs of school management. While other subjects as supporting informants.

The research subjects of the Astra Michael D. Ruslim Education Foundation consist of DIY regional coordinators and central board of the Astra Michael D. Ruslim Education Foundation. In this study the regional coordinator as key informant from the Astra Michael Foundation Education Foundation D. D. Ruslim because it is the party responsible for implementing the programs and is seen as the most knowledgeable about the intricacies of partnership with schools. While other subjects as supporting informants.

The object of research is the functions of school partnership management which includes planning, organizing, implementing, and monitoring in the field of school partnership.

Data collection techniques are the first step in carrying out research. The main purpose of a study is to obtain a valid and accountable data (Sugiyono, 2013: 308). The following is an explanation of several techniques:

Observation

Observation method is a data collection technique carried out by researchers to observe matters relating to the place, space, actors and activities in a research. The observation technique was carried out in accordance with the procedure which would later be used to describe firsthand the Management of the SMK Negeri 2 Gedangsari partnership with PT Astra. Observation in its activities in the form of observation, interview and recording of a phenomenon that would be examined.

Interview

When researchers are conducting interviews, researchers use interview guidelines (interview guide) in the form of general questions that are open and can adjust according to conditions in the field or in accordance with the phenomena that occur about the Partnership Management of SMK Negeri 2 Gedangsari with PT Astra. Sugiyono (2013: 329) states the documentation study is a complement to an observation and interview method in a qualitative study. In the study of documents there is a purpose that is used to dig up information from secondary sources in the form of books, records, archives, photographs and other written sources. In a document method in this research that is to find written information about the Management of the SMK Negeri 2 Gedangsari Partnership with PT Astra International.

In research, the main instrument in qualitative research is the researcher himself, where the researcher is assigned as a planner, executor, data collector, interpreter of data to draw conclusions from a research result.

Sugiyono (2013: 306) states that the most important instrument is the researcher himself who then sets the focus of the study, selects informants as data sources, conducts data collection, analyzes and interprets the data and then the researcher makes a conclusion on his findings. The researchers also use supporting instruments such as notebooks and interview guidelines, observation and documentation.

CONCLUSIONS

The first step taken by the YPA MDR in accordance with its vision and mission was in 2007 to search for underprivileged areas in the Special Region of Yogyakarta, especially in Gunungkidul Regency through the Regional Government of Gunungkidul Regency and the

Education, Youth and Sports Office of Gunungkidul Regency. After getting directions from the Regional Government of Gunungkidul Regency, the results obtained that the Gedangsari sub-district as a pre-prosperous area.

Organizing the SKM Negeri 2 Gedangsari partnership on a fashion expertise program with the Astra Michael D. Ruslim Education Foundation carried out by representatives of both parties. Organizing partnerships between the Gedangsari State Vocational School 2 Fashion Design Expertise Program with the Astra Michael Foundation Education Foundation D. D. Ruslim carried out by the head of fashion expertise program, vice principal of public relations, vice principal of infrastructure, head of administration, head of school, coordinator of the Foundation Astra Michael D. Ruslim's education, and the management of Astra Michael D. Ruslim's education foundation.

The implementation of the partnership began with the signing of the MoU by the headmaster of Gedangsari State Vocational School 2 and the Astra Michael D. Ruslim Education Foundation in 2013. Then the groundbreaking procession was held for school construction in 2014. The inauguration of the Gedangsari State Vocational School 2 was established. attended by Mr. Anies Baswedan who at that time served as Minister of Education, Youth and Sports of the Republic of Indonesia as well as a figure who signed the stone inauguration of the school building on March 5, 2015.

Supervision of the implementation of the partnership in SMK Negeri 2 Gedangsari is carried out by the regional coordinator of the DIY educational foundation Astra Michael D. Ruslim. In carrying out supervision of the partnership, Astra Michael D. Ruslim's educational foundation uses 2 (two) methods, namely administrative and non-administrative. Administratively, the supervision is carried out using an instrument in the form of an assessment sheet containing the assessment standards of the Astra Michael D. Ruslim education foundation. Non-administrative is done by observing the partnership activities that have been carried out. Administrative supervision instruments are used to determine the level of teacher order in carrying out administrative activities and as a measurement tool in observing the implementation of the partnership process.

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