



Impact of Strategic Management Implementation on Employee Performance: A Case Study of UPTD BTIKP Disdik South Sumatra

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Abstract. Strategic management is crucial in the Regional Technical Implementation Unit of the Education Communication Information Technology Center (UPTD BTIKP) of South Sumatra Disdik, given technological changes and demands for quality education services. This qualitative research highlights the implementation of strategic management in UPTD BTIKP, identifying challenges in its integration into daily practice. Analysis showed a significant positive impact on employee performance through active involvement in strategy formulation and implementation. Recommendations include improving coordination, optimizing information technology, and increasing employee capacity. The findings can serve as a foundation for similar educational organizations to strengthen management strategies, create a dynamic work environment and improve sustainable performance..

Keywords: Management, Strategic Management, Employee Performance, Education, Information Technology.

1 Introduction

1.1 Background

Strategic management is a planned and coordinated approach adopted by an organization to achieve its long-term goals. In this context, the organization involves a series of strategy formulation, implementation, and evaluation processes to achieve competitive advantage. The success of strategic management depends on the organization's ability to adapt to changes in the external environment and make optimal use of its internal resources. Strategic management is not just a concept, but an integral foundation that forms the path of an organization's journey towards its long-term goals. In a scientific perspective, strategic management plays a major role in shaping the vision and directing the steps of an organization in order to achieve sustainable competitive advantage.

Strategic management involves a thorough analysis of the organization's external environment. According to (Rustaman, 2017), This includes understanding the opportunities and threats in the market, government policies, and technological developments that can affect the course of the strategy. Evaluation of the organization's internal resources and capabilities is an important stage in strategic management, as stated by [2]. Employee skills, technology and finances are evaluated to support effective strategy formulation. A key step in strategic management, where the organization develops a plan that includes a vision, mission, and goals.

This approach forms the basis for subsequent implementation steps. Strategic management entails selecting a strategy that fits the organization's objectives, be it for growth, cost efficiency, or product and service differentiation. [3]. In highlights the importance of the fit between the chosen strategy and the organization's vision. Strategy implementation requires effective coordination at all levels of the organization and change management [4]. Progress and adjustments where necessary are key to the sustainability of the strategy. Strategic management considers industry dynamics, including competition, market trends, and other factors that may affect the sustainability of the strategy. This approach, as proposed by [5], allows the organization to adapt to changes in the environment.

Strategy implementation requires strong leadership and change management capabilities. [6] highlights that effective leadership is key to ensuring that organizations can adapt to environmental change. Strategic management success is measured through organizational performance in achieving long-term goals and sustainability in the face of environmental change. Superior performance is an indicator of strategic success. Strategic management relies heavily on understanding accurate and relevant information, both internal data and external intelligence.

Sound decision-making requires a solid foundation of information. Organizations seek to create differentiation and competitive advantage through unique and effective management strategies. This approach, as described by Porter helps organizations stand out in the market and provide added value to stakeholders. Strategic management also relates to organizational behavior, where organizational culture and employee engagement are key to successful strategy implementation. [5]. Highlights the importance of culture and engagement in supporting organizational strategy. Strategic management does not stop at strategy formulation, but rather invites the organization to implement it in a coordinated manner. These steps aim to create competitive advantage through improved performance and efficient resource utilization. [7].

Strategic management has become a key focus in many organizations, including in the Regional Technical Implementation Unit of the Education Communication Information Technology Center (UPTD BTKIP) of the South Sumatra Education Office (Disdik Sumsel). The decision to examine the implementation of strategic management and its impact on employee performance at the UPTD BTKIP of the South Sumatra Disdik responds to the urgent need to improve education service delivery at the local

level.

In general, strategic management involves planning, implementing and evaluating strategies to achieve organizational goals. In the world of education, such as at the UPTD BTIKP Disdik Sumsel, the application of strategic management is becoming increasingly important due to the ever-changing dynamics in technology and society's demands for the provision of quality education services. Therefore, the fundamental question that arises is the extent to which the implementation of strategic management at the UPTD BTIKP Disdik Sumsel can contribute to improving employee performance.

The problem to be addressed through this research is how the implementation of strategic management can contribute to improving employee performance at UPTD BTIKP Disdik South Sumatra. Employee performance is a crucial factor in achieving organizational goals. Therefore, we need to systematically explore how aspects of strategic management, such as vision setting, mission formulation and strategy determination, can shape a work environment that supports employee growth and productivity.

The purpose of this study was to investigate the extent to which the implementation of strategic management at the UPTD BTIKP of the South Sumatra Disdik affects employee performance. By understanding the impact of these strategies, we can provide concrete recommendations for the continuous and effective improvement of strategic management in education. Based on the research objectives, the hypothesis promoted in this study involves the assumption that good and integrated strategic management implementation will be positively associated with improved employee performance at the UPTD BTIKP Disdik Sumsel.

2 RESEARCH METHODS

Qualitative research methods are used to understand phenomena more deeply through descriptive and interpretive approaches. In the context of the implementation of strategic management and its impact on employee performance at the Regional Technical Implementation Unit of the Education Information and Communication Technology Agency (UPTD BTIKP) of South Sumatra Disdik, qualitative methods were chosen to gain comprehensive insights into the experiences, perceptions and contexts involved. [8].

First of all, this qualitative research will involve selecting a sample that is relevant to the research context, such as managers, staff and employees involved in the process of implementing strategic management. Data collection is conducted through in-depth interviews to gain a deeper understanding of the respondents' views and experiences with strategic management. Interviews can provide space for respondents to express their views in greater detail, allowing researchers to capture nuances and context that may not be revealed through quantitative methods.

Furthermore, participatory observation will also be used in this study. The

researcher will be actively involved in the daily activities of the UPTD BTKP Disdik South Sumatra, enabling a first-hand understanding of organizational dynamics and strategic management implementation. These observations may include participation in meetings, monitoring interactions between employees, and observing situations that arise during the implementation process.

In addition, document analysis will also be an integral part of this qualitative research method. Documents related to strategic management, organizational policies and activity implementation records will be analyzed to provide additional context and support findings from interviews and observations. Document analysis can help corroborate the findings and enrich the understanding of the implementation of strategic management in the education environment. [9]. Using a combination of in-depth interviews, participatory observation, and document analysis, qualitative research [10]. This will provide an in-depth understanding of how strategic management is implemented in the UPTD BTKP of South Sumatra Disdik and its impact on employee performance. This approach is expected to generate contextualized and relevant findings to enhance understanding of the role of strategic management in the educational context.

3 RESULTS AND DISCUSSION

3.1 Organization Context

In describing the organizational context, the results show that the UPTD BTKP operates in a dynamic and changing environment. The analysis of the external environment revealed developments in information technology and government policies that affect education policy. In response, the organization has formulated and implemented strategies to face these challenges.

Table 1. Contexts Organizations

Aspects	Findings
External Environmental Influences	The influence of information technology and government policy changes on the organization.

Source: Processed, 2023

3.2 Organization Context

An analysis of the implementation of strategic management in the UPTD BTKP of South Sumatra Disdik revealed that the organization has conducted structured strategy formulation, involved stakeholders, and considered environmental challenges. However, there are still challenges in integrating the strategy into daily practice.

Table 2. Formulation and Implementation

Aspects	Findings
Formulation and Implementation	The formulation of a structured strategy but the challenge of integrating strategy into organizational practice.

Source: Processed, 2023

3.3 Influence On Employee Performance

Through the research conducted, the results of in-depth analysis confirm that the implementation of strategic management in the Regional Technical Implementation Unit of the Education Information and Communication Technology Agency (UPTD BTIKP) of South Sumatra Disdik is not just a formal process, but has a very significant impact on employee performance. At the strategy formulation stage, the active interaction and involvement of employees in discussing, designing and providing strategic input shows concrete evidence that employees are not just passively involved, but actively contribute to formulating the organization's vision and mission.

Furthermore, during the strategy implementation stage, participatory observation revealed the importance of employee involvement in implementing the policies resulting from the strategy formulation process. Tangible evidence in the form of increased employee motivation and productivity reflects the recognition of their active role in realizing organizational goals. Quantitative data collected from employee performance evaluations during the implementation period also consistently showed significant improvement.

The importance of employee involvement in every step of strategic management is also evident in the results of in-depth interviews. [11]. Many employees emphasize that they feel valued and have a more substantial role in achieving organizational goals. This creates a stimulating work environment where employees feel personally responsible for the success of the organization's strategy. Measured individual productivity and performance data during strategy implementation is also concrete evidence of this. [12]. These data include work efficiency improvements, target achievement, and innovative breakthroughs that can be directly linked to strategy implementation involving employee activities.

Table 3. Formulation and Implementation

Aspek	Temuan
Employee Engagement	Employee involvement in strategy formulation and implementation has a positive impact.

Source: Processed, 2023

3.4 Influence On Employee Performance

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Table 4. Recommendation

No	Rekomendasi	Implementasi
1.	Improved Inter-unit Coordination	Increase coordination meetings and communication between units.
2.	Optimizing the Use of Information Technology	Adopt information technology to facilitate implementation.
3.	Increased Employee Capacity in Implementation	Conduct training and development to increase capacity.

Source: Processed, 2023

Through this in-depth understanding, it is expected that UPTD BTIKP Disdik South Sumatra can continue to develop and improve the implementation of strategic management to achieve better and sustainable performance.

4 CONCLUSION

This study provides a comprehensive overview of the implementation of strategic management in the UPTD BTIKP of South Sumatra Disdik and its impact on employee performance. The analysis shows that strategic management is not just a formal process, but also has a significant impact on the active interaction and involvement of employees in strategy formulation and implementation. Increased employee motivation and productivity are clear evidence of their active role in achieving organizational goals.

The recommendations proposed to improve the effectiveness of strategic management involve improving inter-unit coordination, optimizing the use of information technology, and increasing employee capacity. By implementing these recommendations, it is expected that UPTD BTIKP Disdik South Sumatra can continue to develop better strategies, strengthen synergies between units, improve efficiency through information technology, and increase employee capacity to implement strategies more effectively.

Overall, this study contributes to a deeper understanding of the role of employee engagement in the context of strategic management in educational settings. These results can serve as a basis for educational institutions and similar organizations to strengthen their management strategies, create a more dynamic work environment, and sustainably improve performance.

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