

BUILDING PUBLIC TRUST FOR ISLAMIC EDUCATION

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Abstract : Education is a conscious and planned effort to realize learning process, so the students actively develop their potential to have religious spiritual strength, self control, personality, intelligence, noble character and the skill needed by themselves and the society. Trust in Islamic education will not appear by itself. Trust will be arise when the institution shows its identity, process, program, plans, advantages and curricula that convince the Islamic educational institution. Some strategy can be developed by marketing of Islamic education, doing school review, quality control, benchmarking and enhancing participation leadership.

Keywords: *Strategy, Public Trust, Islamic Education*

Preliminary

In Indonesia, there are various forms of educational institutions. Starting from general education institutions until religious education institutions. Religious education also has a variety of varieties, ranging from formal and non-formal Islamic education institutions such as the madrasah diniyah and Islamic boarding schools. When referring to the definition of education, all of that is to realize self potential.

Islamic education in Indonesia experiences a period of ups and downs. When the Taman Pendidikan Al-Qur'an (TPA) emerged in the 1990s. Many people flocked to open this institution and put their children in this institution, but later in the millennium era it was increasingly displaced by individualistic culture and gadget culture.

Islamic education finds a steep way to get ahead, one of which is mistrust of the community to Islamic education institutions. So it's important to analyze what happened. Like a company, what should be done to change the image of Islamic education so as to foster public trusts.

As a public service an Islamic education must be carried out in line with the expectations and demands of all community or natizen. According UU Pelayanan Publik No: 25/2009 pasal 3 state: the aim of public service is for the realization of clear boundaries and relationships regarding the rights, responsibilities, obligations and authority of all parties related to the implementation of public services; the realization of a proper public service delivery system in accordance with the general principles of good governance and corporation; fulfillment of the implementation of public services in accordance with the laws and regulations; and the realization of legal protection and certainty for the public in the implementation of public services.¹

Trust in Schools seeks to provide evidence of relational trust by drawing attention to the nature of social relations within a school community, the local culture, and other contextual factors that condition social exchanges. A major strength of this book is that it situates the analysis of school improvement and academic achievement in the context of social relations. Building on the works of Robert Putnam and Francis Fukuyama, Bryk and Schneider argue that schools with higher levels of relational trust are more likely to implement changes that contribute to improved student achievement.²

Method

Type of research used is library research. The use of this type of research is expected to be used to obtain complete literature data, meaningful and more credible and more profound³. Sources of data used by researchers in accordance with the type of research that is literary or library research (library research) then in the form of

¹ Undang Undang no 25 tahun 2009 tentang Pelayanan Publik

² Gibbons, Y. M. (2004). *Trust in Schools: A Core Resource for Improvement* Trust in Schools: A Core Resource for Improvement, by BrykAnthony S. and SchneiderBarbara. New York: Russell Sage Foundation, 2002. 217

³ Dwi Putra Syahrul Muharom, "Visualisasi Amsal Pada Metode Pengajaran", *JurnalAntologi Studi Islam*, Seri 15, 2017, 33-34.

literature from books, documents, journals or scientific papers. Primary data were obtained from books Islamic Education while secondary data were obtained from books and other journals that were still related to Building public trust on Islamic education.

Methods of data collection in literary research by digging literary information in the form of documents, laws and also about journals and books by using documentation techniques. Documentation techniques in literary research study various information obtained from within the document the outcome of an event or contain information, facts and data in accordance with the title research researcher. Critical analysis is used to reveal the other side of a data derived from books, journals or electronic documents that discusses in building public trust on Islamic education more depth.

Discussion

In this article the writer want to describe how build the public trust in Islamic education.

Strategy of Islamic Education Management

Mujamil Qomar in his book *Islamic Education Strategy* mentions there are 3 (three) keys advances in Islamic education: First, the epistemology of Islamic education, is a tool to advance ideas, ideas, thoughts, insights, concepts and theories Islamic education theory. Second Management of Islamic Education as the key to advancing the implementation, implementation and application of Islamic education institutionally and the third is education awareness as the key to advancing the behavior of Muslims in following the process of Islamic education and achieving results from education.⁴

The Prophet Muhammad (PBUH) succeeded in conquering the superpower country (Persia) so as to make the country of Medina a superpower. At the age of a young country that is 23 years old. In other countries, it takes 30 generations or 1,000 years to build the community up to that level. The success of the Prophet in politics and military was the first and last success in this world.⁵

The Prophet has built a civilization in a short time. Not only in the politics, government, military, social, and education, could the

⁴ Mujamil Qomar, *Strategi pendidikan Islam*, Erlangga, 2013, 15

⁵ *Ibid*, 19

prophet succeed without using management? The prophet using His strategy for doing it. The smartest strategy to transform the civilization to be madani era, which full of prosperity, good character, respect each other although different believness.

Management of Islamic Education Based on Revelation (Qur'an and Hadith). The main characteristic of Islamic education management is revelation. The Qur'an is the first source that contains a message of Islamic teachings that is still global and the hadith present as a second source of Islam serves to explain, detail, and add provisions in the Qur'an. Through this revelation the management of Islamic education is always flowed with Islamic values.

The building of Islamic education management is placed on four foundation there are; theological, rational, empirical and theoretical. Theological based form of revelation texts both in the Qur'an and the Hadith relating to the management of Islamic education. Rational is form the opinions or words of the companions (aqwal), tabiin, mujtahid, mujadid, ulama, as well as Muslim scholars related to the management of Islamic education. Empirical backrest is form of the development of Islamic education institutions and the culture of the community of Islamic education institutions. The theoretical is the provision of educational management rules that have been selected based on Islamic values and the reality faced by Islamic education institutions.

People will trust something if something is interesting and appropriate according to their needs. They will consider including or not their children to Islamic education institutions that exist when they can recognize the "brand" or the brand created by an institution. All elements of the institution recognize, interact and truly integrate with the "brand" will also attract the public to plunge into it. What happens if we ourselves are not sure of our "brand"? Of course the community is further away from us. Trust is a difficult thing to build. It takes months and even years to build that trust.

Building public trust in Islamic education is the same as marketing institutions deliberately promoted based on the institution's mission to satisfy real needs for the community. For this reason the head of the Islamic education institution must carry out the institution he leads by using professional management techniques that many profit / business companies have done. Although profit "is not" the goal of Islamic education institutions need to get funding.

Clungston in Sugeng Listyo P. about the relationship between marketing functions and leadership functions. Where the marketing function basically forms a good image of educational institutions and attracts a number of students. The image is one of them is done by influencing the needs and expectations of stakeholders to fit the products and services in the educational institution.⁶

Marketing Islamic Education

Marketing is an activity approach to consumers that aims to make management decisions. Therefore there should be careful planning and clear objectives. Steps according to Drukcer: first the goal must be clearly defined, which includes results, processes and strategies; second make a marketing plan and marketing business for each target group; third, communicate both inside and outside the institution; Fourth List the logistics needs needed.

Stages in marketing are planning, implementing and controlling. In marketing planning the first thing to do is to determine the vision and mission, general goals and specific objectives. Then analyze external threats and opportunities. Because the external environment is always changing rapidly, educational institutions must know the opportunities and challenges they face. Marketing implementation should educational institutions pay attention to variable variables that can attract students. These variables can be controlled by the institution, including curriculum, location, communication and amount of funding, some of which are not including culture, economic conditions and social trends.

Marketing controls in order to achieve good control, educational institutions need sufficiently accurate and adequate information. There are four things according to Kotler & Andreansen related to the system for organizational marketing information, namely: 1) Internal record system is the overall information related to the number of student registrants, marketing costs, potential students, market segments, 2) marketing intelligence system, this system includes a variety of sources procedures that provide information about developments that occur in the community, 3) Marketing research system consists of systematic design of data collection, analysis and reporting, finding specific problems, 4) Analitical

⁶ Sugeng listyo P, *Menejemen Pengembangan Mutu Sekolah/Madrasah*. UIN Malang Press 2008, 98

marketing systems have a form of collecting statistical procedures using linkage analysis between data (statistical banks) or with a collection of mathematical model models that help heads of institutions make good marketing decisions (bank models).

School review

A process whereby all components of the school work together especially with parents and professionals (experts) to evaluate and assess school effectiveness, as well as the quality of graduates. School review will produce formulations of weaknesses, strengths and achievements of students, as well as recommendations for future program development.

Activities to photograph the condition of the school with a variety of coverage include: number and quality of teachers, number of students and background, leadership and management of a leader, facilities and facilities and financial capabilities, school culture, parental and community participation, implementation of learning processes, extra activities and intracurricular. The results of this school review are school profiles and recommendations that must be implemented to improve quality.

The implementation of this school review can be carried out by teams from outside the school, Bisa BAN-SM, supervisors, community leaders, academics from educational institutions (LPTK). Their strengths can be viewed objectively the condition of the institution, but on the other hand it is also less sensitive to non-physical conditions

The strategy to build trust in Islamic Education can be by reviewing madrassas with the concept of *minath dzulumati ila nuur* namely the transformation process. Good transformation from students, teachers, principals and supervisors.

This concept noted in Al Baqarah: 257,

اللَّهُ وَلِيُّ الَّذِينَ آمَنُوا يُخْرِجُهُمْ مِنَ الظُّلُمَاتِ إِلَى النُّورِ ۗ وَالَّذِينَ كَفَرُوا أَوْلِيَاؤُهُمُ
الطَّاغُوتُ يُخْرِجُونَهُمْ مِنَ النُّورِ إِلَى الظُّلُمَاتِ ۗ أُولَٰئِكَ أَصْحَابُ النَّارِ ۗ هُمْ فِيهَا
خَالِدُونَ

Meaning: Allah is the Wali (Protector or Guardian) of those who believe. He brings them out from darkneses into light. But as for those who disbelieve, their Awliya' (supporters and helpers) are Taghut (false deities and false leaders), they bring them out from light into darkneses. Those are the dwellers of the Fire, and they will abide therein forever.

Benchmarking

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An activity to set standards and targets to be achieved in a certain period. Benchmarking can be applied to individuals, groups or institutions. The steps taken are: Determine the focus, Determine the aspects / variables or indicators, Determine the standard, Determine the gap that occurs, Compare the standard with us, Plan the target to achieve the standard, Formulate the ways of the program to achieve the target.

⁷ Sugeng listyo P, *Menejemen Pengembangan Mutu Sekolah/Madrasah*. UIN Malang Press 2008, 98

⁸ Ibid, 101

Quality control

A system to detect the occurrence of quality output deviations that are not in accordance with the standards. Quality control requires clear and definite quality indicators, so that quality deviations can be determined.

The TQM concept is management based on its situational nature. In the sense that people adjust to environmental conditions and conditions. The assumption used is that a person is different and changes his needs well, his reaction. The person then works in a system to achieve a common goal.⁹

Management concept Improving school quality illustrates that the existence of an organization cannot be separated from stakeholders. Stakeholder involvement in it becomes an element of necessity. The government in this case has given regulations to educational institutions to include stakeholders in all educational activities through madrasah committees. In accordance with SK Mendiknas RI No. 044/U/2002 about Dewan Pendidikan dan Komite Sekolah. The School Committee acts as a consideration, support, controller and liaison. In the operational dimension, school committees act as consideration providers in the determination and implementation of education policies, as well as acting as supporting schools, both in terms of financial support, thought and energy in the administration of education.¹⁰

The core TQM describes a management approach that has a long successful journey process to obtain customer satisfaction. In the spirit of TQM all members of the organization carry out and improve processes, products, services and good work culture. TQM requires a commitment to continuous improvement. Quality improvement that stakeholders want. TQM creates a client concept that consists of internal clients and external clients. Society as education consumers must also be empowered to increase trust in Islamic education with school / madrasah committees.

⁹ Agus Zaenul Fitri, *Menejemen Mutu dan Organisasi Perguruan Tinggi*, STAIN Tulungagung Press, 2013, hal 28

¹⁰ SK Mendiknas RI No. 044/U/2002 tentang *Komite Sekolah dan Madrasah*

Conclusion

That Islamic education is actually not limited to the educational process, but includes the process of behavior change. Strategies are needed to build public trust in Islamic education, namely: school review, formulating vision, mission, strategy and work programs, expanding participatory leadership, intervening at various levels, developing the culture of educational institutions, improving teacher capacity, mobilizing funding sources, conducting monitoring, evaluation and repair.

For the futher, expanding participatory leadership is needed for improving the trust of community.

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