

# CHAPTER I

## INTRODUCTION

### **A. Background of Research**

Education is an essential element of a person's life and is the strategic aspects of a State. The nature of education is complex, dynamics, and contextual. Therefore, education is not an easy or simple to be discussed. The complexity of this study illustrate that education is a serious effort for education involves cognitive, affective, and skills that will shape one's self as a whole to be fully human. Referring to the complexity and dynamics of education, then the expert and researcher of education has much to contribute his thoughts with a view to improve and advance the quality of education. (Sagala, 2006: 1).

In line with this effort, the author seeks to convey through descriptions of research findings about how an education, particularly quality-based managed learning. This effort depart from the thought that competition between schools which have similar quality and education level, inter-regional district / city and province, even between countries (global) orientation is necessary to have the clear and competitive quality and standardization of the education quality. To respond that effort, requires a paradigm that could be a new strategy that id focused on service quality by using more professional approach and empowering education unit.

These professionalism and empowerment education unit model approach is implementing a management system especially education-based learning management system ISO 9001:2008 quality management. These systems replace the system that had been managed conventionally and tend to suit the tastes of the top. This quality management system optimizes the potential of schools with the involvement of all school citizens to commit to realize its vision, mission and set goals for the school through the mechanism of mutual agreement.

Application of ISO 9001:2008 quality management system in education is more popular as the term Total Quality Education (TQE). The basis of management was developed from the concept of Total Quality Management (TQM), which was originally applied to the business world then applied to the world of education. Philosophically, this concept is consistently emphasized in the quest for continuous improvement to achieve customer needs and satisfaction (Sallis: 2010).

Strategy which is developed in the use of integrated quality management in education is an educational institution to position itself as a service institution or in other words be a service industry. Institutions which provide services (service) in accordance with what is desired by the customer (Customer). Service or services desired by customers is certainly qualified, and give satisfaction to them. So at the moment, we need a management system that can empower educational institutions to be more qualified.

Integrated quality education management based on customer satisfaction as the main target. Customers can be divided into the internal customer and external customers. In the world of education that includes customers in the management of educational institutions themselves, e.g. principals, teachers, staff and organizers of the institution. While the external customer is including community, governments and industry. Thus, an educational institution called qualified if the internal and external customer satisfaction has been established for services rendered.

To position the institution as a service industry, should meet quality standards. Institutions can be called qualified, in the concept of TQM, must meet established specifications. Operationally, the quality is determined by two factors, those are the fulfillment of a pre-determined specifications and compliance specifications that are expected according to the demands and needs of service users. The first quality is called quality de fact (actual quality) and the second is called quality in perception (perception of quality).

The quality standards of production and services are measured by the criteria of specification, suitable with the purpose of make and use, without defects (zero defect), and always good from the start (right first time and every time). Quality of perceptions is measured by customer or users satisfaction, increase in interest, expectations and customer satisfaction. In its implementation, profile quality in fact is a graduate of an educational institution in accordance with the qualifications of educational objectives, which form the basis of the ability of a standard minimum academic qualification held by learners. While the quality in

education is the perception of customer satisfaction and increasing of external customer interest to the graduates of educational institutions.

By implementing a quality management system (QMS) ISO 9001: 2008 on the management of learning in schools is expected to increase the quality of the learning process will be better, because the set of eight principles of ISO 9001:2008 quality management, one of which is the principle of continuous improvement (continual improvement), where continuous improvement into the organization's goals for everyone involved, commitment to quality policy, train all staff to use the methods and tools of quality improvement <PDCA CYCLUS>, making measurements on the quality objectives to be guidelines and the road to improvement, to meet planning requisite and manage continuous improvement.

From the above educational institutions considered to be essential to implement the ISO 9001:2008 QMS to maintain and improve the quality of education and learning services to students as primary customers. However, many educational institutions in Indonesia which has passed the ISO in the management of learning have not been in line with expectations. This can be caused by many factors that influence it, including the management and in part of teachers / employees lacking in commitment or due to other factors. VHS Muhammadiyah Kudus is one of the vocational high schools that have existed as a pilot school of international standard in the Kudus District. Schools have adequate facilities and infrastructure. As one of the pioneering international standard school, VHS Muhammadiyah Kudus won many awards in various

championships of various levels. Non-academic achievement was followed by the academic achievement of students from year to year. The various achievements of the students would not be separated from the good quality of principals, teachers and staff and adequate infrastructure support that support the management of learning. VHS Muhammadiyah Kudus has also implemented ISO 9001:2008 QMS. The authors chose this condition in the study of the VHS Muhammadiyah Kudus.

## **B. Research Focus**

Focus of this study is "How are characteristics of the implementation of QMS ISO 9001: 2008 in the management of learning in VHS Muhammadiyah Kudus". Focus is broke down into three subfocus:

1. How are characteristics of learning plan based on ISO 9001:2008 VHS Muhammadiyah Kudus?
2. How are characteristics of System Operating Procedure (SOP) implementation process of learning based on ISO 9001:2008 VHS Muhammadiyah Kudus?
3. How are characteristics of assessment of learning results based on ISO 9001:2008 VHS Muhammadiyah Kudus?

## **C. Research Objectives**

The purposes of this study are:

1. To describe the planning of learning based on ISO 9001:2008 VHS Muhammadiyah Kudus.

2. To describe the System Operating Procedures (SOP) implementation of ISO 9001:2008 based learning in VHS Muhammadiyah Kudus.
3. To describe the assessment of learning results based on ISO 9001:2008 VHS Muhammadiyah Kudus.

#### **D. Benefits of Research**

1. Theoretical benefits
  - a. As a material contribution to improving the quality of knowledge of school learning.
  - b. For study materials regarding learning management.
2. As the material for the study of similar theories in a broader scope.  
Practical benefits
  - a. As an input for principals to develop and improve the quality of the learning process at school.
  - b. As input for the teacher to be able to improve the quality of learning through optimal feedback.
  - c. As input for the deputy leadership of the curriculum on the importance of field-based learning management ISO 9001:2008

#### **E. Glossary of Terms**

1. Management of learning

Management is a process of labor recruitment and provision of facilities to people who are organized in formal groups to achieve goals. Learning is currently managing the deployment process and to extend the work to people who are organized in formal groups in a system that aims to help students' learning process, which contains a series of events designed, arranged in such a way to support and influence the internal learning process of students.

2. ISO 9001:2008-based learning is learning that is managed by an international standard for quality management systems that establish requirements and recommendations for the design and evaluation of a quality management system that prioritizes the quality of learning.