

## **ABSTRAK**

Qori, Imam. 2021. Analisis Strategi Pengembangan Pendidikan dalam mencetak SDM berkualitas. Tesis, Program Studi Magister Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Trunojoyo Madura, Bangkalan. Dosen Pembimbing (1): Dr. Muhammad Alkirom Wildan, S.E., M.Si, (2) Dr. Hj. Iriani Ismail, Dra., M.M.

Penelitian ini dilaksanakan di PPTQ Al-Asror Bangkalan yang menerapkan 4 strategi pendidikan dalam mencetak SDM berkualitas, yaitu kurikulum berbasis Al-Qur'an, Amtsilati, Seklah formal dan pelatihan. Tujuan Penelitian ini untuk mendeskripsikan formulasi, implementasi dan evaluasi strategi pengembangan pendidikan dalam mencetak SDM berkualitas. Penelitian ini menggunakan pendekatan deskriptif kualitatif dengan jenis Etnografi. Hasil penelitian menunjukkan: (1) formulasi strategi dikembangkan melalui tujuan dasar Al-Asror, melakukan penilaian organisasai dengan evaluasi mandiri. Penilaian lingkungan eksternal dengan menganalisis kebutuhan dan peluang atau kekuatan program. Sedangkan penentuan strategi berupa intruksi langsung dari pengasuh atau hasil kesepakatan. (2) Dana pesantren bersumber dari syahriyah santri, donatur, koprasi, infaq dan pengasuh. Program dilaksanakan secara terpusat, klasikal dan peminatan, baik harian, mingguan, bulanan atau tahunan dan dibina oleh pengasuh, pengurus, asatidz dan santri. (3) evaluasi program dengan melihat jurnal keaktifan dan pencapaian santri. Perbaikan dengan memberi motivasi, membuat strategi alternatif, revisi struktur atau menonaktifkan program sementara. ada 2 faktor yang mempengaruhi, yaitu faktor internal dan faktor eksternal.

**Kata kunci:** Manajemen Strategi, Pengembangan Pendidikan, SDM Berkualitas

## ABSTRACT

Qori, Imam. 2021. Analysis of Educational Development Strategies in Producing Qualified Human Resources. Thesis, Master of Management Study Program, Faculty of Economics and Business, University of Trunojoyo Madura, Bangkalan. Supervisors (1): Dr. Muhammad Alkirom Wildan, S.E., M.Si, (2) Dr. Hj. Iriani Ismail, Dra., M.M.

This study is conducted at PPTQ Al-Asror Bangkalan which implemented 4 educational strategies in producing qualified human resources, namely the Qur'an-based curriculum, Amsilati, formal schools and training. The objective of this study is to describe the formulation, implementation and evaluation of educational development strategies in producing qualified human resources. This study uses a qualitative descriptive approach with the type of ethnography. The results of the study show: (1) strategy formulation is developed through the basic objectives of Al-Asror, conducting organizational assessments with self-evaluation. Assessment of the external environment is conducted by analyzing the needs and opportunities or strengths of the program. Moreover, determining the strategy is in the form of direct instructions from the caregiver or the result of an agreement. (2) the Islamic boarding school funds come from syahriyah of the students, donors, cooperatives, infaq and caregivers. The program is carried out centrally, classically and with specialization, whether daily, weekly, monthly or yearly and fostered by caregivers, administrators, asatidz (teachers) and students. (3) program evaluation is conducted by looking at the journal of student activity and achievement. Improvements are by providing motivation, making alternative strategies, revising the structure or temporarily disabling the program. There are 2 influencing factors, namely internal factors and external factors.

**Keywords:** Strategic Management, Educational Development, Qualified Human Resources

