

STRATEGI MEMBANGUN *BRAND IMAGE* MELALUI KETERSEDIAAN SARANA DAN PRASARANA DALAM UPAYA PENINGKATAN DAYA SAING SEKOLAH (STUDI KASUS DI SMK RADEN UMAR SAID KUDUS)

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Abstrak

Tujuan dari penelitian ini adalah untuk mengetahui bagaimana sekolah melakukan strategi brand image memanfaatkan sarana dan prasarana yang telah tersedia untuk meningkatkan daya saing. Penelitian ini menggunakan metode penelitian kualitatif dengan pendekatan studi kasus di SMK Raden Umar Said Kudus. Informan penelitian ini adalah kepala sekolah, guru, siswa, dan komite sekolah di SMK Raden Umar Said Kudus. Teknik pengumpulan data adalah melalui observasi dan wawancara. Berdasarkan analisis data ditemukan bahwa SMK Raden Umar Said Kudus dalam meningkatkan daya saing sekolah memanfaatkan sarana dan prasarana yang dimiliki. Pemanfaatan tersebut dilakukan melalui key sector strategy (strategi sektor kunci) untuk membangun *brand image* (citra merek) sekolah pada masyarakat. Adapun faktor pendukungnya adalah kerjasama antara SMK Raden Umar Said Kudus, pemerintah, dan swasta, pengelolaan sarana dan prasarana, dan pemanfaatan sarana dan prasarana oleh peserta didik untuk membuat karya. Sementara, faktor penghambatnya adalah kurangnya tenaga teknis sarana dan prasarana, biaya perawatan sarana dan prasarana, dan kompetensi tenaga pengajar yang belum memadai.

Kata Kunci: daya saing, sarana dan prasarana, *brand image*, SMK.

THE STRATEGY OF BUILDING A BRAND IMAGE THROUGH THE AVAILABILITY OF FACILITIES AND INFRASTRUCTURE IN AN EFFORT TO INCREASE SCHOOL COMPETITIVENESS (CASE STUDY IN RADEN UMAR SAID KUDUS VOCATIONAL SCHOOL)

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Abstract

The purpose of this research is to find out how schools make a brand image strategy utilizing available facilities and infrastructure to improve competitiveness. This study used a qualitative research method with a case study approach at Raden Umar Said Kudus Vocational School. The informants of this study were principals, teachers, students and school committees in Raden Umar Said Kudus Vocational School. The technique of collecting data is through observation and interviews. Based on the data analysis it was found that Raden Umar Said Kudus Vocational School in improving school competitiveness utilized the facilities and infrastructure owned. The utilization is carried out through sector strategy keys (key sector strategies) to build the brand image of the school in the community. The supporting factors are collaboration between Raden Umar Said Kudus Vocational School, the government, and the private sector, management of facilities and infrastructure, and utilization of facilities and infrastructure by students to create works. Meanwhile, the inhibiting factors are the lack of facilities and infrastructure technicians, the cost of maintaining facilities and infrastructure, and the lack of competency of teaching staff.

Keywords: competitiveness, facilities and infrastructure, brand image, vocational school.