

**PARTNERSHIP STRATEGY IN IMPLEMENTATION OF SCHOOL BASED
MANAGEMENT UNDER PUBLIC RELATION OF SMKN 8 SOUTH
JAKARTA**

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ABSTRACT

This study is a qualitative research that aims to identify systematic strategy of partnership to the implementation of school-based management conducted in SMKN 8 South Jakarta. The study was conducted in May-July 2016. The data was collected using interviews, observation and documentation, which the study's data source consists of Principal, Vice Principal, Head of Public Relations undergraduate courses, and du /di of PT. Paragon Tecnology and Innovation.

These results indicate that this partnership goes both parties based on both the school and du / di, and a SWOT analysis of the implementation of the school shows school can implement a partnership strategy that increased the quality of schools in implementing school-based management. In detail, Formulation partnership strategy obtained through SWOT analysis is in the form of (1) SO (Strange Opportunities) strategy which includes: hosting the race, strengthening alumni associations and companies through the regular agenda, which has been done by the business center which is currently already owned by the school previously worked with alfamart class. (2) W-O (Weakness Opportunities) strategies which include: a comparative study with the school or company, Developing learners with the rules or du/di SOP. (3) S-T (Strange Threat) strategy include: Familiarizing the culture and working environment of the school, and the activities prior to the implementation of the Job Training. (4) W-T (Weakness Threat) strategy include: development activities prior to the implementation of the partnership, partnership activities and competency evaluation expertise which can be a solution in mapping the curriculum and competency skills needed by school with dynamic du/di competence. Moreover, according to the needs of the school, patterns having been applied shows that there is no cost in each partnership agreement. To conclude, partnership strategies implementation already went exactly according to their monitoring and evaluation of each activity with partner schools in implementing school-based management in SMKN 8 South Jakarta.

Keywords: Partnership Strategy, Implementation School Based

STRATEGI KEMITRAAN DALAM IMPLEMENTASI MANAJEMEN BERBASIS SEKOLAH PADA BIDANG HUMAS DI SMKN 8 JAKARTA SELATAN

TRI MULIA RAHMADI ABSTRAK

Penelitian ini merupakan penelitian kualitatif yang bertujuan untuk mengetahui sistematika strategi kemitraan dalam implementasi manajemen berbasis sekolah yang dilakukan SMKN 8 Jakarta Selatan. Penelitian dilakukan pada bulan Mei-Juli 2016. Pengumpulan data menggunakan metode wawancara, observasi, dan studi dokumentasi dengan sumber data penelitian yang terdiri dari Kepala Sekolah, Wakil Kepala Sekolah Humas Kepala Program Kejuruan, serta du/di PT. Paragon Tecnology dan Inovation.

Hasil penelitian ini menunjukan, kemitraan ini berjalan didasari kedua belah pihak baik sekolah maupun du/di, dan analisis penerapan SWOT pihak sekolah menunjukan sekolah dapat menerapkan strategi kemitraan yang berpengaruh meningkatkan mutu sekolah dalam implementasi manajemen berbasis sekolah. Formulasi strategi kemitraan yang didapat analisis SWOT berupa (1) S-O (*Strengths Opportunities*) meliputi: Menjadi tuan rumah lomba, Menguatkan ikatan alumni dan perusahaan melalui agenda rutin, yang sudah dilakukan bisnis centre yang di miliki sekolah sekarang yang sudah bekerja sama dengan kelas alfamart. (2) Strategi W-O (*Weaknesses Opportunities*) meliputi: studi banding dengan sekolah atau perusahaan, Mengembangkan peserta didik dengan aturan atau SOP du/di. (3) Strategi S-T (*Strengths Threat*) meliputi: Sosialisasi budaya dan lingkungan kerja sekolah, kegiatan sebelum pelaksanaan PKL. (4) Strategi W-T (*Weaknesses Threat*) meliputi: mengembangkan kegiatan sebelum pelaksanaan kemitraan, evaluasi kegiatan kemitraan dan kompetensi keahlian dapat menjadi solusi dalam memetakan kurikulum dan kompetensi keahlian yang dibutuhkan sekolah dengan kompetensi du/di yang dinamis. Pola sesuai kebutuhan yang diterapkan sekolah dengan du/di ditunjukan tanpa biaya di tiap perjanjian kemitraan. Implementasi strategi kemitraan sudah berjalan tepat sesuai dengan adanya pengawasan dan evaluasi pada tiap kegiatan dengan mitra sekolah dalam implementasi manajemen berbasis sekolah di SMKN 8 Jakarta Selatan.

Kata kunci : Strategi Kemitraan, Implementasi MBS.