



## EDUCATION MANAGEMENT IN DIGITAL SOCIETY

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### **Abstract:**

The era of digitalization is a very real effort that will be faced by educational institutions are now marked by technological advances on the demand side of ongoing quality developments, so that the achievements of social and cultural changes in the school community is significant. So that from this problem education must be in managerial education that is able to respond to the direction of change. So that management education based on digitalization is an important effort that must be encouraged as the future strength of the institution and sufficient quality human resources. The development of science and technology covers all aspects, including aspects of education. Along with these conditions, various opportunities and challenges emerged, especially for the world of education. Therefore, to be able to seize opportunities as well as answer the challenges of society in the digital era, education must really be adapted to the conditions of society in general. The digital era cannot only be faced with technological development without involving social dynamics in it. In addition to preparing superior competitiveness, it is necessary to build public awareness and maturity in responding to current world developments, especially in the post truth era, when information flows profusely without clarity of truth. It is necessary to formulate a national strategic policy through awareness and maturity of thought as well as community education which needs to be adapted to meet the need for expertise in this era. From this research, there are several things that are suggested in facing the digital era, namely the need to change the application of the system in Islamic educational institutions towards digital transformation.

**Keywords:** *Digital Society, Educational Management*

### **INTRODUCTION**

The presence of the Covid-19 Pandemic problem has forced students, teachers and schools to experience or encourage a taste of digital technology-based education. The results were predictable, almost all parties involved in the world of education complained of difficulties with this new, emergency system.

However, ready or not, digitalization of education must be realized and accepted by all parties. So what should schools actually prepare to welcome this new era of education, along with the rapid development of information communication technology, it is time for schools to use it as a means of service and support for educational activities in their respective work areas. Schools can develop educational information systems easily and practically through internet-based computer programs. Thus, schools can implement internet applications with the aim of improving excellent education services, especially in terms of time and effectiveness.

The digital era has merged with the current condition of society. Such conditions make it easier for the community and have greater opportunities to access various information, moreover one of the benefits of information technology is that it is able to

take advantage of the limitations of space and time. The impact is that the world of education also absorbs the culture of people who already use digital access. Because of this, it is important for educational institutions to be able to fortify the actors in it (especially students) from various possibilities that could arise from the influence of digitalization in society.

This problem regarding digital era society and education includes three main questions: first, how is public education in the digital era, secondly, what opportunities and challenges arise in digital era public education! And third, education management in a digital era society

## **RESEARCH METHODS**

This study uses descriptive data, all of which come from literature studies from various research sources including journals and websites.

## **RESULTS AND DISCUSSION**

### **Definition of Community Education in the Digital Age**

Society in general believes that human development efforts are only limited to the efforts made by teachers in schools. Usually the development is in the form of certain subjects or materials. Meanwhile, other skills such as the ability to think and develop other behaviors are still secondary. This view seems to be commonplace in society, even happening to some parents and educators. This condition is a real problem in educating people, because some parents and educators still emphasize mere mastery of material as the goal of educational efforts.

The implication of this is that educators and parents need to understand human nature. If it is impossible for an educator to humanize humans if the educator concerned does not fully understand the concept of education. Human nature, both from the past, present, and in the future, will be relatively the same, that is, humans are creatures that need to be educated and educate themselves (Shah, 2015). Education should not only be directed to external aspects, but spiritual aspects. There are many people who have eyes but do not see, they have ears but do not hear. It is intended that education is directed in an integrated manner to individuals. Various aspects such as the cognitive, psychomotor and affective domains must be targeted as complete targets as the results of the educational process (Johan, tt)

The problem of education in the era of globalization in recent years has shifted to the era of digitalization which is characterized by fast and sophisticated system changes. An example is the development of technology, in this case communication technology, this is one of the important fodder for the birth of industrial reformists, which makes it easier for people to obtain and exchange information.

Microsoft Asia EduTech conducted research in 2016. In this research, 95% of respondents agreed that the latest education system really needs information technology support. So these conditions demand more effective and efficient changes in the learning aspect by leading to digital based learning.

Digital learning in this case is using learning devices that have used sophisticated technology in the millennial era and are relevant to the times that are always updated (Maadi, 2018). Like learning media, providing practicum services and learning methods entirely with technology. The use of digital-based learning called e-learning has in fact been a few years ago which has been growing from time to time as technology and computerization have developed.

Basically, the term digital era society has attached itself to the existing social situation. It is a fact that every individual has needs and demands for information technology. The development of human dynamics places the development of information technology in the context of a digital era society to become a reality and even a necessity. Society in the digital era is a society that is able to apply information technology in their daily lives. A significant sign in today's digital era society is the rapid development of the science and technology sector.

Therefore educational institutions should optimize internet media to support the

synergy and integrity of education as educational institutions as centers for printing advanced generation resources (Djohar, 2006). As explained in the National Education System Law it is stated that education is a conscious and planned effort to realize learning atmosphere and learning process so that students actively develop their potential to have religious spiritual strength, self-control, personality, intelligence, noble character, and the skills needed by themselves, the community, the nation and the State (Nurgiantoro, 1995).

Some parties consider that digitalization of education will potentially have an adverse impact on the educational culture and quality of human resources (HR) for Indonesian students. The world of education must be responsive to the digital era that has emerged with internet-based systems in its management.

### **Opportunities and Challenges of Community Education in the Digital Age**

As a result of technological developments, the world of education is one of the most affected lines. In fact, education is an aspect that is directly related to the progress and resilience of a nation's civilization. In Indonesia itself, small concepts in education are always undergoing transformation, starting from curriculum, learning, leadership, managerial, and media. Technological developments that occur require an education system to the smallest line in education, namely students must also adapt to developments that occur (Situmorang, 2013).

This innovative step is an important thing that must also be considered and encouraged by leaders in the school, the first is related to the school principal, the second is related to the teacher figure, and the third is even related to the student guardian figure.

Digitalization in the world of education is then a challenge for the use of the internet which is growing rapidly, according to the results of research conducted by Syafril (2019) there are 171 million people out of 264 million Indonesians who are connected to the internet, then this becomes a challenge to carry out various adjustments in the world of education. Because the existence of the internet as digitalization cannot be separated from various parts of one's life, including in learning activities (Syafril, 2019).

The future trends of education in Indonesia in relation to digital developments are as follows: a. The development of open education by means of distance learning (distance learning). Organizing open and distance education needs to be included as the main strategy for distance education by making the most of internet technology to provide effectiveness in terms of time, place and even improve the quality of education. b. The occurrence of sharing resources (sharing resources) between educational and training institutions. c. Libraries and other educational instruments, such as teachers and laboratories, function as facilitators, not sources of information. d. Use of interactive information tools such as multimedia SD-ROMs which will gradually replace whiteboard functions (Salim, 2015).

From the various descriptions above, it can be concluded that the modernization of education that is taking place, especially with the digital-based education system, is a challenge that will occur. With the availability and existence of a supporting internet network and digital-based learning tools that support and facilitate learning activities, development in the world of education becomes an important matter. This development can be carried out with an innovation process which can be one of the important things to be carried out for educational actors. Because without innovation, it is feared that a nation will experience stagnant developments in the realm of education. Moreover, education is one of the determining factors for the progress of a nation's civilization. Therefore, innovation is one of the things that must be of concern to various educational actors.

### **Education Management in the Digital Age Society**

All systems and technology in digitizing education are an expensive investment. This is because educational institutions must be able to provide devices that are compatible with the system. For a more extreme step, educational institutions may have to be able to build their own data center for reasons of data security and privacy of

students. Expensive, that's a word that is quite precise and simple to define the cost of digitizing education. However, like it or not, educational institutions must start, even if gradually (Hermansyah, 2021).

Quoted from Pintek, several things that must be considered by educational institutions in responding to society in the digital era, include: a. Digital world training Before implementing digital learning, all teachers need to be prepared. Teachers need to receive training on digital learning methods. The training includes mastering supporting applications, using teaching media, maximizing internet functions, optimizing the use of digital sources, etc. Educational institutions cannot fully depend on the teacher competency improvement program run by the government. The school can carry out its own training program for teachers. To maximize training, of course, you need an experienced tutor. Educational institutions need to prepare a special budget to fulfill this. b. Provide internet network, Internet network is a mandatory requirement in digital-based school development plans. With the internet network, the teaching and learning process can be more varied. Teaching materials are not limited to handbooks. There are many sources on the internet that can be used to supplement the information or material being taught. Students can also access the internet at school for learning needs. c. Complete teaching media, In digital learning, teachers will need additional teaching media, namely projectors. Through this projector the subject matter can be displayed. With this projector, teaching materials can be delivered in the form of presentation files. With this technology, teachers can provide more illustrations for students. Illustrations in the form of pictures and videos can easily be found on the internet, then they can be displayed through a projector. To encourage more optimal learning, students can also be supported by tablets as learning media. d. Building an integrated academic information system. Basically, this kind of information system is used to optimize the management of all academic activities. School management can be made easier with this kind of information system. Several things can be made easier with the Integrated Academic Information System, for example: attendance records, tuition payments, payroll for school employees, transactions in the library, school cooperative transactions, etc. Regarding the learning context, this system can be used to support the implementation of E-Learning.

School management is the process of managing schools through planning, organizing, directing and supervising schools in order to achieve predetermined educational goals. The principal as the school manager occupies a predetermined position in the school organization. One of the principal's priorities in school management is learning management (Nur et al, 2016).

In general, there are four management functions that are widely known to the public, namely the planning function, the organizing function, the directing function and the controlling function (Yamin, 2009). For the organizing function there is also a staffing function (staff formation). If this management function has been carried out optimally then the quality of education will be carried out by itself. Because quality is related to the good and bad of an object, grade or degree. The desired quality of education does not just happen, but quality needs to be planned. Careful planning is one part of efforts to improve quality (Mulyasa, 2013).

In order to welcome digital education, Islamic-based educational institutions also participate in the euphoria of the digital era, so inevitably all the problems above must be able to find a way out. Therefore, as stated above, there is a need for reform and renewal of all aspects of Islamic education. The following is management that can be carried out by Islamic education in welcoming the digital era society: a. Disruptive mindset, Mindset is how humans think which is determined by the settings or arrangements we make before thinking and acting. Islamic education today is in the fast-paced digital era, high mobility, access to information is everyone's primary need. In addition, today's society demands immediacy and real-time. Everything that is needed must be immediately available. If access to those needs takes too long, people will leave them and switch to other services. In essence, the demand in this era of disruption is response (Halik, 2018). b. Self-Driving, An organization that is agile and dynamic in

adapting to the era of disruption is an organization that has HR (Human Resources) with the mentality of good drivers, not passengers. HR with a good driver mentality will want to open up, read situations quickly and accurately, have integrity, be agile in their actions, be alert to all bad possibilities, and be able to work effectively, innovatively and efficiently. These capabilities are especially needed by leaders and managers of Islamic educational institutions. They are required to be a reliable driver for the institution. Therefore, managerial competence alone is not enough. But it must also be accompanied by the ability to lead. Meanwhile, human resources with a passenger mentality tend to be bureaucratic, rigid, slow and lack discipline (Simamora, 2004). c. Reshape or Create, There is a genealogy of thought that is popular among Muslims which is still upheld today. The genealogy is "keeping the good old and taking the new better". As many mentioned above, that the digital era is an era where speed and convenience are human demands. This of course requires massive adjustments. So there are two logical choices for Islamic education to face this era, namely reshape or create. Reshape in the above genealogy means to maintain the old good.

However, in the digital era maintaining it is not enough, it must be sharpened. The old ways and systems that are still good and relevant need to be modified according to the changes and developments of the times. For example, at the level of HR management and professionalism, it is necessary to strengthen and improve competence and capacity. It can be through training, seminars, workshops, study scholarships, and so on (Prabu, 2009). Another alternative is to create, create something completely new or in the above genealogy "take a new one that is better". This means, the old ways and systems are obsolete. So it can't be used anymore. The only way out is to create a completely new method and system.

## CONCLUSION

In the vortex in the digitalization era, it has had a significant impact on educational-socio-cultural-and political changes. because these changes are an update that encourages the survival of various aspects of the instruments and systems that have been formed. Digital-based school education management is a development process that will form a concrete civilization and system to print multidimensional *output* according to the times. Opportunities, challenges, strategies and innovations must be carried out by schools as an effort to achieve an important orientation in the present.

The revolution in the digital era cannot only be faced with technological development without involving social dynamics in it. In addition to preparing superior competitiveness, it is necessary to build public awareness and maturity in responding to current world developments. Especially in the post truth era, when information flows swiftly without any clarity on the truth.

It is necessary to formulate a national policy strategy through awareness and maturity of thought. Besides that, community education needs to begin to be adapted to meet the needs of expertise in the digital era. Islamic educational institutions also have a role in filling the digital era, especially in terms of the values that are built, because it does not mean that the digital era is without negative excesses, to anticipate this the role of religion is needed.

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