STRENGTHENING THE QUALITY CONTROL CIRCLE MANAGEMENT BY BUILDING PARTNERSHIP PROGRAMS IN THE DIGITAL COMMUNITY ERA

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Abstract:
Quality Control Circle management in an institution provides positive energy to an institution in building institutional quality control; strengthening control circle management is needed to continue to support institutions in improving their quality, especially in the era of digital society. This study aims to analyze and examine the direction of the Quality Control Circle through a partnership at RA Perwanida III Karanganyar Paiton Probolinggo. This study uses a qualitative approach. Technical analysis of data through interviews, observation and documentation is then carried out by reduction, which is processed on the last data display to conclude. Research shows gains; first, Quality Control Circle management has been running at RA Perwanida III. This management is carried out through planning, partnership programs, school branding and evaluation. The implications obtained for institutions are that the quality of institutions is increasing, as seen in institutions that are increasingly recognized by the wider community, with a marked increase in students from year to year.
Keywords: Management Strengthening, Quality Control Group, Partnership

INTRODUCTION

Institutions that grow and develop a focus on human resources to carry out their functions optimally, mainly to deal with the dynamics of ongoing environmental change (Purwanto et al., 2020). An institution formed to achieve a common goal. An overview of the extent to which the objectives of an activity/program/policy are to achieve the organization's goals, objectives, mission and vision, as determined in the organizational strategic plan (Ainanur & Tirtayasa, 2018). Achieving the desired goals requires management to control and maximize an activity to achieve the desired goals.

In an increasingly developing era, the more intensive the development of education (Abidin, 2020). The world of education is growing with the growing number of new educational seeds that can compete with the already existing education. The progress of society also determines educational institutions. This is because the progress of educational institutions can be seen from how far the community can trust these institutions to carry out their duties (Kusumawati, 2021). Amalia, (2020) opinion in her article explains that public trust in educational institutions, including early childhood education, can be built through quality control management circles through humans, including learning good communication with the community. Several fields of work in educational institutions are intended to build and maintain the image of educational institutions in the eyes of users of educational services to maintain the institution's quality and quality. Therefore, educational institutions or educational leaders, in particular, must devise strategies that can create an institutional climate that is dynamic and responsive to the progress of the needs of the community in the surrounding environment to continue to maintain the quality and quality of education in order to gain more trust from the community (Baharun et al., 2021).

Increasingly rampant competitiveness can be seen in the competition between institutions, increasingly improving their quality. Of course, this makes institutions

that need to be more developed both in terms of quality and quantity in these institutions (Roziqin & Rozaq, 2018). These problems, which include the RA Perwanida III Karanganyar Paiton institution, a Raudlatul Athfal institution which is under the auspices of the Association of Dharma Wanita Foundation of the Ministry of Religion of Probolinggo Regency, are being visited by unrest due to the many neighbouring institutions that are superior and have up-to-date programs, this factor provides RA Perwanida III institutions must be more active in improving the quality and quality of the institution so that it remains strong in facing the competition in educational institutions in its environment.

Based on the existing problems, RA Perwanida III needs to improve the management of the quality control circle to improve quality and keep the institution's quality stable. Quality control circle management is essential for educational institutions. Several previous researchers, including Kastamin et al., (2021), said quality management in educational institutions is the application of management principles, concepts and theories in educational activities to achieve educational goals effectively and efficiently. One of the efforts to improve the management of educational institutions is to implement quality control management. Furthermore, Anwar, (2019) stated that implementing quality control circle management had become an essential requirement for an educational institution to maintain and improve the quality of education.

Institutional management has a significant role in improving the quality of education at the education unit level. The implementation of management must be carried out totally and thoroughly so that things do not occur that are outside the vision, mission and objectives of the institution. Therefore, quality control management is needed to maintain the institution's quality and quality (Zahroh, 2015).

Then Sugiyanto et al., (2017), the purpose of quality control circle management is to prepare professional services for customers with various needs and about how to satisfy these customers, including in the world of education. As confirmed by Danny, (2010), In quality management, all the functions of the quality control circle management carried out by education managers in institutions are directed so that all services provided are as maximal as possible to match or exceed customer expectations. Then Riyadi et al., (2021) revealed that quality control management or overall quality management is a strategy in management to increase the awareness value of quality in an organizational process.

In the case, RA Perwanida III faced, namely with the circulation of new educational seeds that were able to compete with the quality and quality of the institution, and it was feared that it would shift people's trust in the intensity of the quality owned by the institution; it was fitting for RA Perwanida to carry out quality control circle management to maintain the quality and quality that already existed, in this case, the stakeholders and administrators of RA Perwanida III who have coordinated with the foundation by choosing to strengthen the quality control circle management by building a partnership program. Strengthening the quality control circle management by building partnerships is felt to provide solutions to phenomena troubling the institution; this is based on premia research conducted by experts, including; Al Idrus, (2017) Partnerships are carried out to obtain beneficial results for both parties; partnerships are carried out by individuals and groups, characterized by cooperation and responsibility to achieve predetermined goals.

Then Isbianti, (2010) conveyed that students' abilities can be achieved if nurtured and developed continuously. Therefore, institutions that function as a forum whose duty is to cultivate and develop these abilities must proactively implement appropriate programs to facilitate students towards their goals. What is expected is establishing cooperation with parents and specific parties to continue to hone students' talents. Furthermore, Zakia, (2019) Partnerships are carried out as a collaboration between student guardians and institutions to improve the quality of education for students. Partnerships can be done with anyone who can improve the quality of institutions, such as with companies, institutions, communities and parents of students

to provide optimal service to students; this partnership can also be a publication factor to introduce institutions to the general public (Sofiyana & Trihantoyo, 2012).

Maisah et al., (2020) By strengthening the quality control circle management in collaboration with establishing partnerships, the institution can spread its wings with a broader reach, which means that the institution can continue to exist in increasing its competitiveness. Also emphasized Nasution, (2019) is, Establishing cooperation with the business world and the community can provide more benefits to institutions because the community can recognize the performance and advantages of institutions.

Presentations from several researchers explained the importance of partnerships to strengthen the quality control circle management so that the institution's quality is guaranteed and developed. Referring to this, the researcher is interested in reviewing the strengthening of quality control circle management by building a partnership program. To find out the extent to which institutional quality control can impact the institution's progress. This is unique and a novelty where the management of the quality control circle is collaborated by establishing partnerships.

RESEARCH METHODS

This study uses qualitative methods by conducting research that intends to describe the problem and analyse the problems that occur. The institution selected in this study was carried out at an institution under the auspices of the Dharma Wanita Association Foundation of the Ministry of Religion of Probolinggo, a child education institution in Indonesia that is more familiar with the name RA Perwanida III. The location is in Karanganyar Village, Paiton District, Probolinggo Regency.

Researchers collect data through several stages, namely, observation activities, by making direct observations at the research location, namely RA Perwanida III. Then conduct interview sessions with several informants. Informant data can be seen in table 1.1;

Table 1.1 Research Informant Sources

NO	ELEMENTS	TOTAL	INITIALS
1	Principal	1	IF1
2	Curriculum	1	IF2
3	Public Relations	1	IF3
4	Teachers	2	IF4, IF5
5	Guardians of Students	1	IF6

From the table, it can be explained that there are four sources of informants: the school principal, curriculum, public relations, RA Perwanida III teachers, and student guardians. Furthermore, observations were made at several meetings in direct observation of the institution's quality control circle management activities. The last one is the analysis of documents that can corroborate the research results. The flow of data collection activities to find results or conclusions can be seen in Figure 1.1;

Figure 1.1 Data Collection Process

It can be seen in the picture how data collection is done; all the data collected is then carried out data reduction, which is processed on the data display then conclusions are drawn. Through the stages carried out, the researcher can analyze and conclude the research carried out.

RESULTS AND DISCUSSION

In the study, the results of the research revealed that strengthening the management of the quality control circle by building a partnership program at RA Perwanida III, Karanganyar Paiton Probolinggo had been carried out in a mature and planned manner, the management of the quality control circle was carried out to maintain the quality of education and was even expected to be able to improve quality at an advanced stage. Better. The collaboration that has been carried out with various parties is carried out continuously in order to get maximum results according to what was stated by IF1;

With the existence of some turmoil as described in the problems above, the head of the institution emphasized that RA Perwanida III formed a quality control circle management team to strengthen the quality of the institution; there were several things that the institution did in implementing a quality control circle which was collaborated by establishing partnerships with various parties including;

Needs Analysis

Needs analysis is needed for planning long-term, short-term, and special programs, which then become the basis for and influence how these programs are designed and developed (Tere & Herdi, 2021). Maintaining quality stability and developing quality needs to be carefully planned so that the results to be achieved are closer to expectations (Salim, 2010).

Based on interviews with several informants in maintaining quality and improving the institution's quality, the first step is to analyze the management needs of the existing quality control circle in the institution. Needs analysis is carried out to see the gaps in the institution regarding the quality control group and find the best solution or solution by planning the needs needed to improve the quality control circle management. The needs analysis can provide an overview of the needs needed by the institution to support the performance of quality control (Rozi et al., 2022) (Saleha et al., 2022).

IF2, the curriculum division, as well as the head of the quality control circle team, said that all institutional stakeholders carried out several improvements or evaluations, which were carried out for one semester (six months). From the evaluation results, several problems were found, including that the institution needed to experience progress starting from orderly administration, learning methods were less attractive, and teacher enthusiasm is decreasing, so the impact on the quality and quality of the institution will also decrease. We met with all institutional stakeholders to find a joint solution based on these findings. The solution implemented from joint deliberations in dealing with the phenomena is strengthening the quality control circle management in collaboration and establishing partnerships with several parties.

IF3 also emphasized that the partnership planning in strengthening the management of the quality control circle, which will be implemented, has been carefully planned with the approval of all committees, foundation heads, and teachers. We made several observations and field visits to the institutions involved in the previous stages. We have a compact and solid quality control circle management as a comparative study which will become a reference for institutions in improving and managing quality control circles.

Then IF3, one of the teachers, said that from the findings of the existing problems in the institution, the institution made a breakthrough by involving partnerships with various parties, with the following preparations; First, planning a cooperation program with which parties the collaborate will be carried out. Second, complete the necessary documents, such as MOU and MOA, for related parties to obtain a cooperation agreement. Third, the provision of facilities and infrastructure is

an essential component in implementing the program that has been launched. Therefore the relevant institutions and parties have provided agreed procedures. Fourth implementation, at this stage, the institutions and related parties, namely the parties that, collaborate in preparing programs that will be implemented for students.

Needs analysis carried out by institutional stakeholders makes it easier for institutions to find solutions to problems that occur; detailed problem mapping provides an overview of the facts that happened RA Perwanida III so that it will bring up a problem-solving idea in planning the needs needed by the institution in strengthening the quality control group.

Partnership Program

Cooperation that is well established will make a dream come true faster because the activities carried out together have more strength than being done alone, as is the motto "a stick has no strength and is easy to break otherwise, if several sticks are put together and then tied it will be difficult to break because the sticks are united and have strength" (Sucipto, 2015). The purpose of the value of the phimosis stick is that strength will be more muscular with togetherness, meaning that if it is done in collaboration, it will be a great strength in society compared to doing it alone.

Likewise, for an institution to realize its vision and mission, a partnership or collaboration is needed; a partnership cannot be separated from the cooperation of all components of the institution; with a well-established collaboration, the targets to be achieved will be easier. Strengthening the quality and quality of institutions managed the Quality Control Circle; there is a need for great strength in maintaining the quality and quality of institutions, so partnerships with various supporting parties must be carried out carefully and as well as possible.

IF4 revealed that the institution conducts Quality Control Circle management by involving partnerships or collaboration with several parties that can encourage institutions to be more advanced, especially in improving the quality of education, administration and all activities that will impact the institution's progress. Strengthening the RA Perwanida III quality control circle is carried out by establishing partnerships with various parties, while related parties who form partnerships or collaborations can be seen in Table 1.2

Table 1.2 Design of the RA Perwanida III Partnership Program

NO	FIELDS	PARTNER CENTER
1	Management	Postgraduate in educational management, Nurul Jadid University
2	Education	➢ early childhood education Nurul Jadid University ➢ MIN 1 Probolinggo ➢ Kraksaan Library ➢ Kraksaan fire department ➢ Paiton Police
3	Health	➢ Health Center ➢ Karanganyar Village Midwife
4	Community	➢ Head of Karanganyar Village ➢ Community Figures ➢ Guardians of Students

From table 1.2, several related parties have collaborated with the RA Perwanida III institution to strengthen the institution's quality control circle to remain stable and further improve the quality and quality of the institution to spread benefits to all parties. As disclosed by IF5 that partnership designs are carried out in several fields, such as management partnerships carried out for managing institutional management so that it is more orderly both in the fields of administration, learning management and institutional quality improvement programs and others, than educational partnerships,

are carried out to strengthen institutional human resources so that better prepared and more proficient in implementing learning in students with the right strategy. Furthermore, partnerships in the health sector are carried out to strengthen human resources in understanding the health of students and in maintaining the growth and development of students with expert handling; the last is partnerships with the community; this partnership becomes the spearhead of all partners because by involving community partners institutions can publish the advantages of institutions to the public what can be done with information carried out by the public both with manual and digital media information.

IF6 also emphasized IF5's statement as the student's guardian and a community figure within the institution; he said that the RA Perwanida III institution cooperated with various parties in improving the quality and quality of the institution. We, as parents, also take part in stimulating children with guidance and direction from the teacher so that the stimulation of school learning is continuous with the stimulation taught by parents so that the stimulation given to children is more effective and optimal.

With the partnership that is carried out, the institution will gain significant benefits, especially in increasing the quality of the institution. Because indirectly, the partnership design carried out by the institution can promote the institution's flagship program so that the institution can be competitive and maintain a good quality control circle.

School Branding

School branding is done to make the institution better known to the broader community. Based on an interview with IF1 as the school principal. He said that RA Perwanida III carried out branding with the primary objective of introducing the "brand" of the institution. Institutional brands that are promoted to external parties will improve the quality and quality of the institution so that the strengthening of quality control circle management carried out with partnerships with various parties can be exposed by outsiders.

During this digitalization period, doing school branding is very easy because, in this era, branding can be done using two ways, namely offline and online media. The easiest and most practical way involves digital media such as WhatsApp, Facebook, IG, Twitter, Telegram etc. The spread of digital media makes it easier for institutions to inform their superior programs to outsiders.

The statement from IF2 that strengthening the quality control circle at RA Perwanida III also involves digital media. The collaboration carried out by the institution is published on the institution's social media so that indirectly the institution has carried out branding to the broader community that this institution has a strong partnership in maintaining and improving the quality and quality of the institution both in the managerial, educational, health and social fields.

In line with IF2, IF3 also emphasized that the partnership program that appears on social media can capture public opinion that this institution has reasonable partnership control so that it can produce quality output. Moreover, the institution's quality in stimulating students is indeed in the booming category because most students can complete achieving the predetermined assessment indicators. The publications increased public trust, as indicated by the large number of students who chose this institution to hone their abilities, with the percentage increase in the number of students reaching 50% yearly.

Strengthening control circle management by involving partnerships and publishing it to the general public can become a unique branding to increase public trust in the institution. Armed with the community's trust, the institution can freely spread its wings to various directions to attract various layers of society to choose RA Perwanida III as the favourite early childhood institution. So with this program, the institution has succeeded in managing the institution's quality control circle in a better direction, marked by an increase in students from year to year.

Evaluation

Continuous improvement is carried out by monitoring, so the quality control circle is implemented at RA Perwanida III using the Deming concept. Deming's Philosophy, guiding proper and good management implementation, will improve the organization's quality. Reduction of organizational costs resulting from increased quality improvement. According to the Deming Philosophy, the key is continuous improvement, and quality improvement will bring the organization in a better direction. Deming defines *quality* as the continuous development of a stable system (Sriwidadi, 2001).

As stated by IF4, the evaluation of partnerships in strengthening the institution's control circle is done once a week to see whether the management is going well. However, there were no significant obstacles during the monitoring or evaluation phase. In other words, the management of strengthening the control circle, which involved partnerships, was to the institution's expectations.

Based on interviews conducted with several informants, the management stage of strengthening the control circle involving partnerships was carried out in several stages to obtain significant results. The stages carried out in managing the strengthening of the control circle can be seen in Figure 1.2.

First Needs Analysis

Second Partnership Design

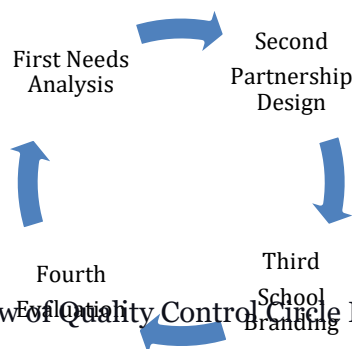Third School Branding

Fourth Evaluation

Figure 1.2 Flow of Quality Control Circle RA Perwanida III

It can be seen in Figure 1.2 that the program is carried out continuously in order to get maximum results. The first step is to analyze the need to strengthen the institution's control circle, the second step is to do a partnership design (sorting out the parties to collaborate with), and the third step is school branding, with the partnership carried out by the institution it will become a strength so that the institution can display an image partnership with the general public, the fourth step of evaluation, is carried out in order to see inequalities that need to be corrected and this step can also measure the success of establishing a quality control circle management.

Evaluation is carried out as a follow-up action from monitoring to measure and improve implemented activities, such as comparing the results of activities. The purpose of the self-evaluation is so that the plans that have been arranged can achieve the goals set and can be implemented. The evaluation results are intended for planning again and functioning as the final administration and management.

CONCLUSION

In this era of globalization, there is competition not only in the business sector but even in educational institutions; competition is increasing with the growth of new educational seeds that can compete with pre-existing education. This problem also occurred at RA Perwanida III, so the institution needed innovations in anticipating more significant problems. Strengthening the management of the Quality control circle by involving partnerships chosen by RA Perwanida III in dealing with the threat of the digitalization era. Quality control circle management in this institution is carried out in several steps. The first is needs analysis, the second is partnership design, the third is school branding, and the fourth is evaluation. Through these four stages, the institution can give a new colour to the public so that public trust in the RA Perwanida III institution increases. The management of the quality control circle, which is carried out

by involving partnerships at the RA Perwanida III institution, is categorized as successful. However, this cannot be generalized to other institutions in each management because each institution has a different character and environment. Quality control that can improve the quality and quality of the institution.

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