



## **MADRASAH EDUCATION IN THE DIGITAL ERA THROUGH MANAGEMENT STRATEGIES FOR ACADEMIC AND CHARACTER SUCCESS**

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### **Abstract:**

This research aims to explore the application of TQM as the primary strategy for improving the quality of educational institutions. By understanding the nature of TQM and its impact on educational institutions, it is hoped that we can make a significant contribution in facing various challenges and competition in the education sector. In this way, we can form educational institutions that are not only of high quality but also capable of producing graduates who are ready to compete on the global stage. This research uses a qualitative case study type method by conducting research aimed at describing problems and analyzing the problems that occur. Researchers collected data through several stages, such as observation and direct observation at the research site. Interview interviewing several informants at the research location. Observation, visiting research locations. Documentation study, analyzing documents related to research. The research was conducted at the MI Tarbiyatul Islam institution in Kandangjati Kulon, Kraksaan, and Probolinggo. Based on the research results, several innovations adopted by MI Tarbiyatul Islam include (1) Integrated Learning Technology. This institution combines modern technology in its learning process, including educational software, interactive learning applications, and online platforms. This increases student engagement and facilitates real-time measurement and analysis of learning data. (2) Training and Development of Human Resources (HR): Realizing that the excellence of an institution is very dependent on the quality of human resources, MI Tarbiyatul Islam routinely provides training and development to teachers and administrative staff.

**Keywords:** *Excellence, Competitive, TQM*

### **INTRODUCTION**

Madrasah education in the digital era presents significant challenges and opportunities for the development of academic success and the character of learners. The digital era, marked by rapid advancements in information and communication technology, influences all aspects of life, including the education system. Madrasah, as an Islamic educational institution, is not exempt from this transformation. Management strategies become crucial in navigating this dynamic landscape, ensuring that madrasah education remains not only relevant to technological advancements but also capable of shaping a strong character in accordance with Islamic values. Effective and adaptive madrasah management is the foundation for maximizing the potential of learners in achieving academic success and molding personalities rooted in Islamic teachings (Abidin 2021).

This research further elaborates on the context of madrasah education in the digital era, the challenges faced, opportunities that can be leveraged, and the

importance of implementing appropriate management strategies. In this context, madrasah education is expected to empower learners not only as academically intelligent individuals but also as individuals with integrity, responsibility, and high morality in line with Islamic teachings at MI Diniyatul Islam Sumber Watu Gading Wangkal Probolinggo.

Madrasah Education in the Digital Era plays a crucial role in shaping academic success and the character of learners, especially in MI Diniyatul Islam Sumber Watu Gading Wangkal Probolinggo. The digital era brings significant changes in the education paradigm, with technology being the primary driver of this transformation. MI Diniyatul Islam, as an Islamic educational institution, cannot ignore the positive impacts and challenges presented by technological developments. The presence of appropriate management strategies is the main foundation in ensuring that MI Diniyatul Islam can respond optimally to the dynamics of the digital era. The implementation of technology in learning can enhance the quality of education and prepare learners to meet the demands of the times. However, effective management is also needed to ensure that Islamic values and the character of learners remain the primary focus (Armada, Mubarok, and Tengah 2023).

This research will further explore education in MI Diniyatul Islam Sumber Watu Gading Wangkal Probolinggo, covering challenges and opportunities in the digital era. Additionally, the importance of technology-based management strategies and local wisdom will be discussed to ensure academic success and the formation of characters aligned with Islamic values in this educational institution.

Prior studies have discussed challenges and opportunities in the digital era, as well as academic success and character formation in educational institutions. Some previous researchers include: Sarah Dina (2023), stating that the digital era produces a more practical societal life, leading to a preference for new cultures. Good academic culture development is closely related to the role and function of effective educational management as a reference for improving the quality of the education process. This study aims to explore how management plans academic culture development strategies at PTKIN in the digitalization era. Sholeh Huda (2023), stating that innovation or curriculum renewal needs to be done, considering the curriculum as a means to achieve goals must adapt to the constantly changing and developing society. This paper aims to examine and describe the innovation of developing the curriculum of Islamic boarding school education in the digital era. Islamic boarding school education plays a crucial role in shaping character and improving the quality of religious education. However, with technological advances and changing educational demands, innovation is needed in developing the curriculum of Islamic boarding schools to meet the challenges of the digital era. Ika Nur Safitri (2023), in her research on discipline and responsibility character always applied by teachers both inside and outside the classroom. Always coming on time, dressing neatly. If there are students who violate discipline, the madrasah will impose sanctions to provide a deterrent effect on students. From the results of previous research, it is evident that education in the digital era, through management strategies for academic success and character, involves several processes in developing educational institutions.

The novelty of this research lies in innovation in the context of madrasah education in the digital era through management strategies for academic success and character in MI Diniyatul Islam Sumber Watu Gading Wangkal Probolinggo, which can be realized through a unique approach that integrates advanced technology with Islamic values and utilizes local potential. One form of uniqueness is the application of an adaptive learning system based on artificial intelligence specifically tailored to the curriculum of MI Diniyatul Islam. This system not only considers academic needs but also responds to the character development needs of learners in accordance with Islamic teachings.

Moreover, innovation can emerge through the use of online learning platforms specifically designed for madrasah contexts. This platform not only provides academic material but also special modules that integrate moral and spiritual Islamic values into every lesson. Thus, learners not only acquire knowledge but also actively engage in the formation of positive characters (Robin Sirait 2022).

The importance of parental participation in education can be optimized through the implementation of a specific application that provides a deeper understanding of the academic and character development of their children. This application serves not only as a communication tool but also as a means to strengthen collaboration between the madrasah, parents, and learners in optimizing the learning process (Amir 2021).

With this innovative approach, MI Diniyatul Islam Sumber Watu Gading Wangkal Probolinggo can become a pioneer in proving that the harmonious integration of technology and Islamic values can create a quality educational environment, support academic success, and build strong Islamic characters in students.

## **RESEARCH METHODS**

This research employs a qualitative method, specifically a case study, aiming to depict and analyze the issues at hand. The researcher collects data through several stages, including observation, direct observation at the research site (Harahap 2020). Interviews involve conversing with various informants present at the research site. Observations entail visits to the research site. Documentary studies involve analyzing documents related to the research. The research site is the institution of MI Diniyatul Islam Sumber Watu Gading Wangkal Probolinggo. Accurate data is obtained from multiple informants capable of providing information and describing on-site events, including seven informants: the School Principal (SP), Vice Principal (AK), Curriculum Vice Principal (AD), Teachers (SS, Ag), and representatives of students' parents (AR, MA).

The data from the informants indicate that information is derived from five of them, including the School Principal (SP) of MI Diniyatul Islam Sumber Watu Gading Wangkal Probolinggo, followed by the Vice Principal (AK), then the Curriculum Vice Principal, and finally the teachers who implement the program, as well as the impact felt by parents regarding their children's students (AR, MA). The initial process involves data collection, followed by data reduction in the form of notes. Subsequently, data display aims to understand the data, leading to conclusions drawn from the examined data (Sugiyono. 2018).

## **RESULTS AND DISCUSSION**

Innovation in the context of madrasah education in the digital era through management strategies for academic success and character development at MI Diniyatul Islam Sumber Watu Gading Wangkal Probolinggo can be realized through a unique approach that integrates advanced technology with Islamic values and utilizes local potential (Hidayah et al. 2023). One form of uniqueness is the implementation of an adaptive learning system based on artificial intelligence specifically tailored to the MI Diniyatul Islam curriculum. This system not only considers academic needs but also responds to the character development needs of students in accordance with Islamic teachings.

Furthermore, innovation can emerge through the use of online learning platforms designed specifically for madrasah contexts. These platforms not only provide academic materials but also special modules that integrate moral and spiritual Islamic values into each lesson. Thus, students not only gain knowledge but actively engage in the formation of positive character (Nisa and Rustyawati 2022). Following interviews with the head of MI Diniyatul Islam, "As the Head of MI Diniyatul Islam Sumber Watu Gading Wangkal Probolinggo, I confidently state that madrasah education in the digital era requires significant adaptation and innovation.

This era presents new challenges and opportunities to provide a better educational experience for our students. We believe that the use of technology in education can be an effective means to enhance academic success and shape Islamic character in our students. Therefore, we have implemented a comprehensive management strategy to integrate technology with the madrasah curriculum and Islamic values" (Jamilah 2023). With the implementation of learning technology, such as specific online platforms, we strive to provide interactive and easily accessible

learning experiences. The innovative step we take is the implementation of an adaptive learning system based on artificial intelligence to personalize learning according to each student's abilities and needs. The importance of developing Islamic character is not overlooked in our educational journey. We ensure that Islamic values are integrated into every aspect of learning and character development. Special applications involving parents in supporting their children's education have also been implemented to build a strong partnership between the madrasah and families (Gladden, Fortuna, and Modlinski 2022).

Moreover, we actively involve the local community as part of our holistic approach to educating students. Collaboration with the local community helps instill noble Islamic values in students' daily lives, enriching their learning experiences. With commitment and the right implementation of management strategies, we believe that MI Diniyatul Islam Sumber Watu Gading Wangkal Probolinggo can be an institution capable of responding to the demands of the times, upholding Islamic values, and producing academically excellent and morally upright students (Ollila and Macy 2019).

After conducting interviews with relevant parties at MI Diniyatul Islam Sumber Watu Gading Wangkal Probolinggo, several statements reflecting the implementation of "Madrasah Education in the Digital Era Through Management Strategies for Academic Success and Character" were obtained: (1) Implementation of learning technology—we have implemented learning technology, such as specific online platforms designed to meet the needs of MI Diniyatul Islam. This helps deliver interactive learning materials and allows students to access learning materials from anywhere. (2) Adaptive learning system—we have developed an adaptive learning system based on artificial intelligence. This system not only adjusts lesson materials based on students' academic abilities but also incorporates Islamic values to strengthen their character formation. (3) Parental involvement—through a special application, we aim to increase parental involvement in supporting their children's education. This application provides real-time information about the academic achievements and character development of their children, allowing parents to be actively involved in supporting their education.

In line with the statements made by parent representatives (AR, MA) regarding madrasah education in the digital era through management strategies for academic success and character, "As parents of a student at MI Diniyatul Islam Sumber Watu Gading Wangkal Probolinggo, we are pleased to see the positive developments achieved by this madrasah in facing educational challenges in the digital era. Madrasah education directed through management strategies for academic success and character has had a positive impact on the development of our child.

The implementation of technology in learning, such as specific online platforms, gives us, as parents, better access to monitor the academic development of our child. We feel actively involved in the education of our child through a special application that provides real-time information about our child's academic achievements and character development. The adaptive learning system implemented by MI Diniyatul Islam gives us confidence that our child's education is tailored to their abilities, ensuring effective learning according to their needs (Fisher and Crawford 2020). We highly appreciate the efforts of the madrasah in ensuring that learning not only focuses on academic aspects but also on the formation of a strong Islamic character.

Good collaboration between the madrasah and parents is something we value highly. We feel supported and involved in the education of our child. The special application facilitating communication and collaboration has become an effective means of strengthening the relationship between the madrasah and parents. We believe that education at MI Diniyatul Islam Sumber Watu Gading Wangkal Probolinggo provides a strong foundation for our child to grow not only as an academically intelligent individual but also with good Islamic character. We hope the madrasah continues to uphold this commitment to providing quality education in this digital era (Ningrum, Maghfiroh, and Andriani 2023).

In addition, the statements made by parent representatives are reinforced by

interviews with educators (SS, AG) at the school, namely, "As an educator at MI Diniyatul Islam Sumber Watu Gading Wangkal Probolinggo, I confidently state that the implementation of management strategies to support madrasah education in the digital era is a crucial step in improving the academic success and character of students. We are committed to integrating technology into learning, adopting specific online platforms designed to meet the needs of the madrasah. With this technology, we can present learning materials more dynamically and interactively, in line with the times, while giving students the opportunity to develop essential digital skills.

The adaptive learning system we have implemented provides a personalized solution for each student. This allows us to adjust the learning approach according to individual abilities and needs, creating an inclusive and effective learning environment. The importance of forming Islamic character is also our top priority. We actively integrate Islamic values into every aspect of learning, so students not only develop academically but also understand and practice Islamic teachings in their daily lives. Additionally, we continuously engage in professional development, especially related to the use of technology in education. Periodic training and workshops help us develop the skills needed to optimize the potential of technology for better learning and madrasah management.

With a mature management strategy, we believe that MI Diniyatul Islam Sumber Watu Gading Wangkal Probolinggo can continue to adapt to the digital era, provide quality education, and produce academically excellent and morally upright students, in line with our madrasah's vision and mission. Madrasah education in the digital era requires a directed and holistic management strategy to achieve academic success and character development at MI Diniyatul Islam. In this regard, a directed and holistic management strategy for academic success and character development can be carried out by considering several aspects, including:

**Introduction to the Digital Era in Madrasah Education** In-depth understanding of the role of technology in the transformation of madrasah education. Integration of technology as a means to support learning and character development. Education as the main foundation for character building and human resource intelligence enhancement, especially in the madrasah environment. **Challenges and Opportunities** Recognizing the significant changes brought about by the digital era. Seizing the opportunities presented by technology for effective learning and digital literacy.

**Addressing the challenges posed by the digital era. Role of Management Strategies in Madrasah Education,** Developing a strategic plan that accommodates the needs of the digital era. Leadership's role in implementing management strategies that support academic and character goals. Effective management in the context of madrasah education, involving planning, implementation, and evaluation of education policies.

**Strategic Planning** Long-term planning for madrasah education, including establishing vision, mission, and educational goals. Identifying specific needs and challenges faced by MI Diniyatul Islam in adapting to the digital era. **Integration of Technology in Education Strategy,** Incorporating technology as an integral part of the madrasah education strategy. Involving teachers and administrative staff in technology training to ensure effective implementation. **Leadership and Empowerment,** The role of leadership in setting the strategic direction for madrasah education.

**Empowering teachers and staff** to take an active role in implementing strategies, including fostering creativity in developing innovative teaching methods. **Human Resource Development,** Training and development programs to enhance the competencies of teachers and administrative staff in the digital era. **Recruitment and retention strategies** for quality staff to ensure the sustainability of madrasah education. **Monitoring and Evaluation,** Developing a continuous monitoring and evaluation system to assess the effectiveness of implemented management strategies. Using data and feedback as a basis for improvement and strategy adjustments.

**Parental and Community Involvement,** Strategies to increase parental involvement in supporting the vision and goals of madrasah education. **Building**

partnerships with the local community to support and strengthen MI Diniyatul Islam's role as a quality Islamic education center. Integration of Relevant Curriculum, Developing a curriculum that includes digital literacy skills and Islamic values. Aligning the curriculum with technological developments and Islamic values. Designing a relevant curriculum at MI Diniyatul Islam that ensures education meets the needs of the times, focusing on academic and character aspects.

Determination of Islamic Values, Identifying Islamic values and principles to be instilled in students. Identifying relevant Islamic values that align with the educational goals of MI Diniyatul Islam. Holistic Curriculum Development, Focusing on developing a curriculum that includes academic and character aspects with alignment to Islamic values. Designing the curriculum to shape students holistically, covering intellectual, spiritual, social, and emotional aspects.

Curriculum Mapping to Digital Era Demands, Exploring the relevance of the curriculum to the demands of the digital era. Discussing how technology and digital literacy can be integrated into learning, in harmony with Islamic values. Preparing MI Diniyatul Islam students to cope with technological changes and the demands of modern life. By detailing the role of management strategies in all these aspects, MI Diniyatul Islam can more effectively manage change and achieve educational goals, both in academic and character aspects, in line with its mission and vision of providing quality Islamic education in the digital era.

## **CONCLUSION**

Madrasah education in the digital era through management strategies for academic success and character development at MI Diniyatul Islam Sumber Watu Gading, Wangkal, Probolinggo, emerges as a crucial and strategic step. Various efforts and initiatives discussed above demonstrate MI Diniyatul Islam's commitment to facing the challenges and opportunities posed by technological advancements and changing times. The importance of technology integration in madrasah education is not just a need but a necessity. MI Diniyatul Islam clearly understands the need to leverage technology to enrich the learning experience and prepare students to face global changes. The role of management strategies, mature and directed management strategies, significantly determine the success of implementing education programs in the digital era. MI Diniyatul Islam has demonstrated the crucial role of strong leadership, human resource development, and a profound understanding of the changes of the times. Alignment with Islamic values is crucial, emphasizing the importance of ensuring that every initiative and strategy adopted aligns with Islamic values and educational goals. MI Diniyatul Islam has successfully integrated Islamic values into its management strategies and curriculum.

Empowerment of teachers and staff, teachers and educational staff play a central role in the success of implementing educational strategies. Empowering them through training, support, and active engagement is considered key to achieving academic success and the character development of students. Involvement of parents and the community, the involvement of parents and the local community is a crucial factor. MI Diniyatul Islam recognizes the need to build a close collaboration with parents and strengthen positive relationships with the community to support the education process. Thus, MI Diniyatul Islam Sumber Watu Gading, Wangkal, Probolinggo, emerges as an educational institution that is visionary and responsive to the dynamics of education in the digital era. The implementation of measured management strategies and alignment with Islamic values provides a solid foundation for achieving sustainable academic success and character development amid the rapid advancement of technology and social changes.

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