



REVITALIZING HIGH SCHOOL EDUCATION MANAGEMENT IN THE DIGITAL ERA: CHALLENGES AND OPPORTUNITIES FOR EDUCATIONAL TRANSFORMATION

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Abstract:

This research examines efforts to revitalize educational management at Nurul Hidayah High School. The main focus of this study is to understand the challenges and opportunities faced by the school in dealing with the changing dynamics of education in the digital era. Using a case study approach and qualitative methodology, the research involves in-depth interviews, observations, and document analysis. The findings indicate that Nurul Hidayah High School faces several challenges, such as difficulties integrating technology into the learning process, a lack of digital skills among teachers, and the need to expand the curriculum to respond to students' needs in the digital era. The school has implemented various strategies to revitalize educational management to address these challenges. These efforts involve intensive training for teaching staff, strategic partnerships with the technology industry, and adjustments to teaching strategies in line with technological developments. Despite facing challenges, Nurul Hidayah High School has also been able to identify opportunities for educational transformation. The utilization of technology as an innovative learning tool improved accessibility to education, and the development of a management model responsive to the needs of digital students are part of the steps taken by the school. This research contributes to a better understanding of the complexity of revitalizing educational management in the digital era, particularly in the context of high schools in the Banyuputih region, Bondowoso. The implications of these findings can serve as a guide for other educational institutions facing similar challenges in pursuing opportunities for educational transformation in the digital era.

Keywords: *Revitalisasi, Era Digital, Transformasi*

INTRODUCTION

Education as the foundation of a nation's development is facing significant transformation along with technological advances in the digital era (Indryani 2019). The education sector is expected to be able to adapt and take advantage of the opportunities offered by the technological revolution, especially in improving the quality of education management. This research aims to explore and analyze the challenges and opportunities in revitalizing educational management at Nurul Hidayah High School, a senior secondary education institution located in Banyuputih Village, Wringin District, Bondowoso Regency (Mardiyah, I., & Hardey 2023).

Nurul Hidayah High School, like other high schools, is faced with demands to adapt to global changes driven by developments in digital technology. Educational infrastructure and management in high schools need to be actualized in order to take advantage of the positive potential offered by this technological revolution. These conditions provide the basis for this research, which aims to explore the challenges faced and opportunities that Nurul Hidayah High School can exploit in redesigning their

educational management in the digital era (Kusuma 2022).

Education plays a central role in forming the next generation who is able to adapt and contribute to the ever-growing digital era. One of the educational institutions that has a strategic role in producing reliable human resources is the Senior High School (SMA). Nurul Hidayah Banyuputih Wringin Bondowoso High School, as one of the representatives of this educational institution, is faced with very significant challenges and opportunities for transformation in facing the digital era (Hamdan et al. 2021).

Revitalizing educational management in high schools is crucial to ensure that the educational process is carried out in accordance with the demands of the times. This transformation includes the integration of technology, increasing teacher competency, strengthening the curriculum, and adapting to the changing needs of the job market. Nurul Hidayah High School needs to respond to this challenge proactively, so that it can produce graduates who are not only academically competent, but also ready to face the dynamics of the digital world (Gitleman and Kleberger 2019).

Challenges faced by Nurul Hidayah High School in updating and optimizing education management in the digital era. Apart from that, opportunities will also be introduced that can be utilized to create a learning atmosphere that is innovative and relevant to today's needs. Thus, it is hoped that the revitalization of educational management at Nurul Hidayah High School can become a solid foundation in preparing students to face rapid global changes in this digital era.

There are several previous studies that discuss the Revitalization of Educational Management, including; (1) Mahmud Ridwan, 2021 researched human resource development at vocational schools in Indonesia: challenges and opportunities in the era of industrial revolution 4.0. with the results of his research, vocational education is a type of education that is unique in its orientation to create work-ready people with appropriate knowledge and skills. World changes in the era of industrial revolution 4.0 provide new directions in improving human resources in the form of new challenges. (2) Asep Saepulloh, 2021. In his research, he stated that the Industrial Revolution 4.0 can bring opportunities and challenges for companies. These emerging challenges can pose a number of risks for the company if the company is unable to face the industrial era 4.0. Industrial Revolution 4.0 is characterized by all industries using automated machines integrated with the Internet (Internet of Things), robots, sensor technology, human machine interfaces, artificial intelligence and 3D printing technology. From a business perspective, the nature of a leader is different from Process Management (BPM), and managers must have business qualities. However, if both of them define a process that combines the most important passions in leadership to achieve the goal of increasing entrepreneurial value (business leadership). One effort to improve organizational performance is to focus on the leadership style of organizational leaders. then digital innovation and entrepreneurial leadership will enable us to continue running our business successfully and managing our business amidst increasingly fierce competition. An entrepreneurial leader is a figure who is proactive, innovative and dares to take risks, which is believed to bring success to business people. (3) Sandiya Desti Ayunisyah, 2022, research results show that it is important for madrasa management to continue to improve teachers' management and mastery of information and communication technology through training, guidance and financial support if needed as is done by the Head of MTs Bunayyah Islamic School Curup. For students and parents, it is necessary to socialize and teach the benefits of information and communication technology to support student learning both at madrasas and at home. As Islamic educational institutions, madrasas must also always accompany teachers, students, parents and their environment in using information and communication technology and surfing the internet positively, so as not to erode the Islamic values that have been instilled from an early age in madrasas.

The novelty of this research is that education in the digital era demands profound changes in management approaches, especially in the Senior High School (SMA) environment. SMA Nurul Hidayah Banyuputih Wringin Bondowoso responded to this challenge by taking major steps in revitalizing their educational management

(Muhammad Syukran, Idkhan, and Rifdan 2022). These steps not only address challenges, but also open opportunities for broader educational transformation. By continuing to prioritize leaders who apply the latest educational technology. The implementation of online learning platforms, interactive learning applications, and the integration of technology into the curriculum allows students to learn more effectively and challengingly (Jusrin et al. 2022).

Looking to the future, these high schools are adapting their curriculum to rapidly evolving industry trends. They collaborate with local companies and industry experts to ensure students are trained with relevant skills expected by the job market. In summary, the revitalization of education management at SMA Nurul Hidayah Banyuputih Wringin Bondowoso shows their commitment to providing relevant and high quality education in the digital era. By integrating technology, adapting the curriculum, developing 21st century skills, empowering teachers, and involving parents, these schools are opening the door to positive transformation in their educational world. These steps create a learning environment that is dynamic and ready to face future changes (S. Kulsum, U., Suhermanto, S., & Sugiono 2021).

RESEARCH METHODS

This research uses a qualitative case study type method by conducting research with the intention of describing the problem and analyzing the problems that occur. Researchers collected data through several stages such as; observation, observing directly at the research site (Sugiyono. 2018). Interview, interviewing a number of informants at the research location. Observation, visiting the research site. Documentation study, analyzing documents related to research. The place of research was carried out at the Nurul Hidayah High School Banyuputih Wringin Bondowoso institution. Accuracy data was obtained from several informants who were able to inform and describe events in the field (Sugiyono 2018).

No	Informan	Amount	Initials
1	Headmaster	1	MB
2	vice principal	1	SS
3	Deputy Head of Curriculum	1	KL
4	Teacher	2	HH, RA

It can be seen in the table above that the source of information was received from five informants including the principal (MB) of SMA Nurul Hidayah Banyuputih Wringin Bondowoso, then the deputy principal (SS), then the head of curriculum and finally the Revitalization of High School Education Management teachers in the digital era (Harahap 2020). The initial process is data collection, then reducing the sorted data in the form of notes, then displaying the data to understand the data and then drawing conclusions from the data studied (Harahap 2020).

RESULTS AND DISCUSSION

Education as the foundation of a nation's development is facing significant transformation along with technological advances in the digital era. The education sector is expected to be able to adapt and take advantage of the opportunities offered by the technological revolution, especially in improving the quality of education management. This research aims to explore and analyze the challenges and opportunities in revitalizing educational management at Nurul Hidayah High School, a senior secondary education institution located in Banyuputih Village, Wringin District, Bondowoso Regency. As stated by the principal, Nurul Hidayah Banyuputih Wringin Bondowoso High School is committed to continuing to be a pioneer in providing relevant and adaptive education in this digital era. We realize that the challenges facing education today require bold and innovative steps (Abidin 2021). In our efforts to revitalize education management, we

focus on the use of technology as an effective learning tool. This approach opens the door to deeper learning, enabling our students to develop skills that are relevant to the demands of the times.

We believe that aligning the curriculum with industry trends is a crucial step in preparing students to face the ever-changing world of work. Our collaboration with local companies and industry stakeholders ensures that every element of our curriculum provides provisions that meet the needs of the job market (Armadan, Mubarok, and Tengah 2023). It is also important to recognize that education is not just the school's responsibility, but involves the entire educational community, including parents and society. Therefore, we actively involve them in the educational process, so that every student can get full support in developing their potential. Empowering teachers through regular training is the foundation for effective educational management. Skilled and continuously developing teachers are the key to educational success, and we invest in ensuring our teaching staff is always ready for changes in teaching methods and technology (Hamdan et al. 2021). We are very optimistic that these steps will not only overcome challenges, but also open up great opportunities for broader educational transformation. SMA Nurul Hidayah Banyuputih Wringin Bondowoso is ready to become a forum for our students to grow and develop in facing a future full of opportunities and change.

In line with what was conveyed by the deputy principal (SS) that SMA Nurul Hidayah Banyuputih Wringin Bondowoso has seriously committed to responding to the challenges faced by the world of education in this digital era. As deputy principal, I see with optimism that the changes we are making in educational management provide interesting challenges as well as great opportunities for the development of education in our school (Baharun 2017). One key aspect of our revitalization efforts is the integration of technology into the learning process. We believe that technology is not just a tool, but a way to increase student absorption and engagement in learning. By adopting online learning platforms and interactive applications, we provide a more dynamic and relevant learning experience for students.

Aligning the curriculum with industry trends is also our focus point. We recognize the importance of preparing students with skills that suit the demands of the modern world of work. Through close collaboration with local companies, we strive to bridge the gap between the world of education and industry needs. Empowering teachers is key to implementing this change. We provide regular training to ensure our teaching staff remains superior in implementing effective teaching methods and adopting the latest technology (Hamdan et al. 2021). Skilled and motivated teachers are the key to creating a dynamic learning environment. Parental and community involvement is critical to the success of these changes. We strive to establish strong partnerships with parents and the local community to support the educational development of our children. This is a joint effort to create a conducive and supportive learning environment. With these steps, SMA Nurul Hidayah Banyuputih Wringin Bondowoso is trying not only to meet the challenges of this digital era but also to open up great opportunities to improve the quality of education and produce a generation that is ready to face the future (Rubini 2019).

Strengthened by the results delivered by the curriculum representative (KL) SMA Nurul Hidayah Banyuputih Wringin Bondowoso is at the forefront in facing the educational revolution in this digital era. As deputy principal for curriculum, I would like to convey our commitment to continuously updating and improving learning approaches to suit today's demands. One of the main challenges we face is ensuring that our curriculum is relevant and provides provisions that are in line with technological developments. We have responded to this by integrating technology into the curriculum. The use of online learning platforms, educational applications, and other digital resources has become an integral part of our students' learning experience (Wahid, A., Naemuddin, R., Suhermanto, S., & Wafa 2022)

In response to rapid changes in the world of work, we also carry out a thorough evaluation of the curriculum to ensure it is in line with industry needs and global trends. Collaboration with industry and related stakeholders allows us to identify and align the

skills needed so that each student can be ready to face the outside world. Revitalizing education management also means empowering our teachers. Through ongoing training and support, we provide the tools and knowledge necessary for teachers to effectively integrate technology into their learning processes. Skilled and motivated teachers are the key to providing a quality learning experience (Nurfadhillah, S., Cahyati, S. Y., Farawansya, S. A., & Salsabila 2022). We recognize the importance of parental involvement in supporting their children's educational development. Therefore, we continue to improve communication and collaboration with parents, involving them in the learning process and providing the necessary support.

Through these steps, SMA Nurul Hidayah Banyuputih Wringin Bondowoso seeks to answer the challenges and take advantage of the opportunities that exist in this digital era. We believe that with the educational transformation we are undertaking, every student can gain the skills and knowledge needed to achieve success in an ever-evolving world.

Challenges The digital era brings technological change at an extraordinary speed. Keeping up with these developments requires investment in hardware, software and ongoing training. Meanwhile, the impact on schools needs to ensure that they have adequate infrastructure and can keep up with technological developments to ensure optimal learning quality. So teachers need to be prepared and may need intensive training to integrate technology in learning and optimize its benefits (Triwijayanti, N., Sanoto, H., & Paseleng 2022). It is important to remember that the revitalization of educational management at SMA Nurul Hidayah Banyuputih Wringin Bondowoso is not only a response to challenges, but also the creation of opportunities to improve the quality of education and equip students with the skills needed to face the future. This process requires active involvement from all parties and long-term commitment to ensure the continuation of positive change.

Through understanding and proactively handling these challenges, SMA Nurul Hidayah Banyuputih Wringin Bondowoso can more effectively integrate digital approaches in education management and provide education that meets the demands of the digital era (Suhermanto, S., & Anshari 2018).

Skilled and motivated teachers are a major asset in education. Teacher empowerment has a positive impact not only on the quality of teaching, but also on student motivation and academic outcomes. Through regular training, teachers can continue to develop the latest technology skills and effective teaching methods. The relevance of the curriculum, training must focus on needs that arise along with technological developments and changes in student needs (Aradea and Harapan 2019). Introduction of online education platforms, Teachers need to be involved in intensive training to integrate online learning platforms into the curriculum. The application of innovative methods, technical and pedagogical support helps teachers implement innovative learning methods that utilize technology.

Education is one of the key aspects in the development of a nation. Education management plays an important role in ensuring the effectiveness and efficiency of the implementation of the education system. Therefore, revitalizing education management is an urgent need to improve the quality of education. Revitalization of educational management is a series of actions aimed at improving performance, efficiency and effectiveness of the education system. Renewal must involve all aspects of management, including planning, organizing, directing and controlling the educational process (Karindasari, Roesminingsih, and Karwanto 2022).

The government has a big responsibility in creating policies that support the revitalization of education management. Involving the public, including parents and local communities, can strengthen support for change and produce more diverse solutions. Integration of information and communication technology can increase transparency, accessibility and efficiency in education management. Implementing an educational information system can help collect data, monitor performance and make better decisions. Improving teacher qualifications and competencies through training and professional development is very important. Selection, recruitment and placement

of quality teaching staff can improve the quality of learning (Wulandari, Dwi Sartika, and Nursei 2018).

Assessing school and teacher performance is not only based on exam results, but also involves social, psychological and community involvement aspects. Constructive feedback, in building a constructive and sustainable feedback system can help related parties to continue to improve and increase the quality of education. Curriculum updates that focus on developing skills and knowledge that are relevant to the demands of the times. Combining innovative and participatory learning methods to improve student understanding. Ensure transparency in the allocation and use of education funds. Increasing the efficiency of resource management, including educational facilities and infrastructure (Ganis Aliefiani Mulya Putri and Nisrina 2022).

Revitalizing education management is not an easy task, but it can have a significant positive impact on a country's educational development. Through collaboration between the government, educational institutions, society and other related parties, an education system that is responsive, innovative and competitive can be created.

The Importance of Continuous Evaluation and Adjustment in the Educational Context in the form of continuous evaluation and adjustment helps in identifying the strengths and weaknesses of an educational program or policy. By evaluating continuously, related parties can identify areas that need to be improved to improve the quality of education (Jamrizal 2022). The educational environment continues to change with technological developments, changing demographics, and evolving job demands. Evaluation and adjustment enable educational institutions to respond to these changes by aligning curricula, teaching methods, and educational infrastructure.

The evaluation process helps in identifying inefficient or ineffective processes or policies. With continuous adjustments, educational institutions can improve or replace strategies that do not produce optimal results. Evaluation is key to ensuring that educational institutions meet educational standards set by the government or regulatory bodies (Tambak et al. 2020). Adjustments are made so that institutions can meet and even exceed these standards. Through evaluation and adjustment, educational institutions can assess the performance of teachers and educational staff. This process provides the basis for professional development through appropriate training and support. Continuous evaluation helps education officials better understand student needs and progress. By understanding student characteristics, institutions can develop more effective and inclusive teaching strategies.

In a world that continues to develop, innovation in education is the key to sustainability. Evaluation and adjustment ensure that the innovation implemented can be continued and improved according to current needs. Evaluation and adjustment help educational institutions to continuously measure the extent to which their educational goals are being achieved. This process ensures that every step taken contributes to achieving long-term goals (Taufan, Maria, and Gistituati 2021). The evaluation and adjustment process can involve all stakeholders, including teachers, students, parents and the community. This creates a participatory environment that supports overall educational development.

Ongoing evaluation allows institutions to identify individual student needs. In this way, education can be adapted to meet the needs of diverse students in a more effective way. In order to achieve sustainable educational quality, evaluation and adjustment are not just routine tasks, but an attitude and culture that must be implemented continuously. This process ensures that education can remain relevant, responsive and effective in facing ever-growing challenges (S Kulsum, U., Suhermanto, S., & Sugiono 2021).

CONCLUSION

Revitalizing educational management at Nurul Hidayah High School in the digital era offers a number of significant challenges and opportunities. This educational transformation is a critical step to ensure that educational institutions can meet the

demands of an increasingly changing society and continuously developing technology. Revitalizing educational management at Nurul Hidayah High School requires a long-term commitment to ensure the sustainability of changes. Financial challenges, policies and resistance to change can be obstacles, but continuity will bring long-term benefits. The use of information and communication technology (ICT) is the main key in the transformation of education in the digital era. Integration of online learning platforms, use of management information systems, and interactive learning technologies are essential steps.

The success of revitalizing education management depends on the involvement of all stakeholders, including teachers, students, parents and the surrounding community. Strong collaboration will create a holistic and inclusive educational environment. Focusing on developing human resources, especially teachers and educational staff, is very important. Continuous training and support will improve their competence in facing the dynamics of education in the digital era. The evaluation and adjustment process must be an integral part of educational management. Continuity in evaluating teaching methods, curriculum, and policies will ensure responsibility and continuous improvement. In the digital era, the revitalization of education management at Nurul Hidayah High School must be directed at increasing access and quality of education. The use of technology must be directed at overcoming disparities in access and improving the quality of learning.

A culture of innovation and creativity needs to be instilled in the educational environment. This includes supporting new ideas, disrupting traditional learning models, and providing space for experimentation in improving the learning process. In adopting a revolutionary approach, student empowerment in the management of their learning needs to be strengthened. Monitoring individual student progress through technology can be an important tool to support data-based decision making. By overcoming challenges and taking advantage of existing opportunities, revitalizing educational management at Nurul Hidayah High School in the digital era will not only create a responsive and relevant learning environment but also embrace change as an integral part of the educational process. As an educational institution that continues to adapt, Nurul Hidayah High School can be a pioneer in producing a generation that is ready to face the demands of the future.

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