CHAPTER I

PRELIMINARY

A. Background of the Problem

Education is a systematic and conscious effort in developing the competence of learners. Education is responsibility society's and government in preparing a generation of youth for the existence of the nation and people's lives better in the future. Continuity was marked by a succession of culture and character that has been owned by the community and the nation. Therefore, education is a process of cultural inheritance and national character for the younger generation and also the process of the development of the culture and character of the nation to improve the quality of life of peoples and Nations in the future. In the process of education and culture and national character, actively develop the learners themselves, in the process of internalization and appreciation of values into their personality in associate of society, develop the life of a society that is more prosperous, as well as developing a dignified life of the nation.¹

Prosperous society is a great concept that should be organized with the maximum effort. This is a pyramid of a formulation of the problem. Society and a prosperous nation must begin from the optimized human

¹The Ministry of national education, culture and Education Development Nation Carackter (Jakarta: KPN,2010) p.4
resources (HR). Starting from the improvement of the human resources (HR) are expected to be able to encourage progress on the other aspects.

Education if seen from the viewpoint of Islam is an obligation that must be carried out by every Muslims. Because man is the being that he was given to him by God's perfection in the form of intellect that distinguishes human beings with other beings.

This was the beginning of God's favors to human beings and was the beginning of grace which He blesses to people. In the text there is the origin of the creation of man that is warning of a plume of blood, and between the glory of God was taught mankind about what he knew, and yet the gloried man and honored with the presence of science knowledge, where knowledge is a privilege for a man.

Knowledge must be excavated continuously to be able to expand the existing human resources. By continuing to develop the knowledge and skills of the human will experience a change in your life that is living. Either physically or spiritual. Thus Islam venerates the science. In Indonesia society in general are required to traverse certain education level. This is aimed at advancing the welfare and also improve the quality of Indonesia society. Many roads that can be traveled to gain and expand skills as well as academic a person either by formal education nor the non-formalaeducation.

Education holds a significant role in the process of improving the quality of human resources (HR). The process of maturation of the quality of
life. Through this process it is hoped can understand the nature of human life, as well as for what and how perform tasks of living and life properly. Because that was the focus of education is directed on formation of superior personality with emphasis on the process of maturation, the quality of the heart, logic, ethics, and education is the culmination of the faith. Achievement of a point of perfection of quality of life.²

Institution quality supported by human resources (HR). The principal, teachers, staff, committees, and all elements of the institution has the same responsibilities in improving the quality of education as well as maintain public confidence will be the quality of the institution. In addition to the principal function of manager is also as thinkers and developers of educational institutions. How that institution to keep experiencing progress in a variety of ways.

The real Facts showed the quality of human resources (HR) in Indonesia as reflected in the acquisition of human Development Index (HDI) ranking/PM values tend to be low. It is related with frosted portraits of quality education of Indonesia. In this regard at least Indonesia suffered three structural concern, first, the still weak education performance (in the form of students' intellect at all levels) as well as the quality of education self. Both the limitations of the infrastructure, both-physical or non-physical. The third

²E Mulyasana. Education good quality and Competitive Power. (Bandung: PT. Offset Rosdakarya, 2012) p. 2
weakness of the institutional framework (*institutional framework*) or commonly called infrastructure software or *soft infrastructure.*

Many institutions particularly the vocational secondary school of Islam is less developed even just stagnant in its original position. It is becoming an important issue that must be resolved immediately an alternative solution. Many factors cause vocational school with an Islamic background are not so favored by the society. Among the factor causes less interest with basic vocational education of Islam is the first expensive financing charged by agencies in the appeal with financing in the educational institutions of the country. Although in fact there are some waivers are given to students in the financing of education, such as the cost of a boss, BSM and also a Scholarship Committee. The second weak marketing strategy used to build agencies in *brand* in the society. The school is lacking in analyzing market conditions so that underprivileged communities in marketing services education.

The headmaster is the most important component in his role as the *top leader* in an organization. The headmaster required to be professional, and control of with good improvements exceed the average existing personnel in institutions. As the leader of the headmaster is a subject that must perform the transformation of his ability through guidance, empowerment, or

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3Muhammad Zaelani and BambangStiaji, *head of the Leadership Model School-based Entrepreneurship (in the article scientific Thesis summary)* p. 3
recommended by the entire school community to achieve the goals of the institution effectively and efficiently.

Based on the act of Indonesian ministry of education (Permendiknas) No. 13 year 2007 about the standard of the principal that the headmaster is a key component in improving the quality of education. There are five competency a requirement beginning and must be owned by the head of the school (1) the competence of personality, (2) managerial competencies, (3) competence social competence, (4) and (5) the entrepreneurship competence.

Standardization of the headmaster that is expected by the Government to be important given the circumstances sufficient concern Indonesia education. Government regulations become ideal for an institution in selecting headmaster. This course aims to maintain the quality of the institution. Improvements in the field of management education institution or school occupied an important position in this regard.

Entrepreneurship competence is becoming the main competencies required to become headmaster. Entrepreneurship competence is meant as the process transforms, organizing and synergize the resources of business to set up businesses or new programs that have high value in the wider community.

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RI Department Of National *Qualification Standards-Competence, SertifikasiGuru, Principal, School Superintendent.* (Bandung: CV. WidyaRyama, 2008)p. 31
Society in General doesn't have a deep competence or the ability to measure or test the quality of the institution which is good and right for their learning directly. Due to measure the quality of an institution's required a lot of variables that must be mastered for example seen from the quality of its administrative HR management graduates, education and so on. The headmaster as a spearhead in the branding or market of school so that agencies can still demand by society.

The community must be shown to a product benefits resulting from the Islamic educational institutions recognized as the equal or the level is above the educational institutions of the country. So that people have the confidence to use the educational services offered vocational education which basic is Islam.

Vocational secondary school (SMK) MuhammadiyahGondangLegi 7 or more often on the call with Cms Quality is one of the international vocational secondary school who gets special attention from many circles of society under society's elite. The greatness of his name due to the progress achieved very rapidly. Whereas in fact it belongs to the new school when compared to other schools under the auspices of the Organization of Muhammadiyah.

The progress of the Agency reached this moment surely is not achieved suddenly but passing phase-phase or process which is not easy. The
role of the head of school as the *stake holder* has a strategic role in the effort involved developing institutions.

The head of the school was not merely as purely a school stamp, especially in an attempt to charge fees from parents of the students, but the further head of the school must be able to embody and transmit the aspirations as well as the initiative of the community in the operational policies and programs of childbirth education at school as well as be able to create an atmosphere and conditions transparent, accountable, democratic and in organizing and quality education services though.

Based on the preliminary studies it has been done, SMK Muhammadiyah 7 GondangLegi, this institution is one of the school's Islamic-based the national pilot school became crowned. This is not an arbitrary predicate is given to institutions. There are specific criteria that must be met to be crowned as the national pilot school. Not to mention the development of institutions in the field of self-employment are arguably very rapidly, while kejurua with basic Islamic schools are experiencing confusion in looking for new learners. Institute can suck up users to use the service in droves education this school. It became the great numbers and something interesting to do research in continuing.

Therefore researchers then moved and interested to be able to examine more deeply intertwined with how competence and strategy the head
of school in brand the school in SMK Muhammadiyah 7 Gondang Legi is so capable of being Poor society trust school.

**B. Formulation of the Problem**

Based on the aforementioned background problem description above, the core of the problem which can be taken into objects in this research are as follows:

1. How are the headmaster efforts in applying entrepreneurial leadership at school?

2. How is the strategy of headmaster in improving the Brand of the Institute in SMK Muhammadiyah 7 Gondang Legi?

**C. Research Objectives**

Based on the existing problem formulation, the purposes of this research are:

1. to describe the principal upayab in applying Entrepreneurial leadership in SMK Muhammadiyah 7 Gondang Legi

2. to describes the role of an head of schools in improving the *brand image of* the Institute in SMK Muhammadiyah 7 Gondang Legi
D. The Benefits Of Research

As for the benefits or usefulness of this study are expected to provide benefits to all parties. As for the benefits that can be drawn from this research are

1. Theoretically

   a. The results of this research are expected to be a contribution and a contribution to the development of academic vocabulary scientific education, and researchers to come as a reference for improvement and perfection of related implementation are practical.

   b. Can be used as consideration for researchers to conduct further research on the role of principal leadership in enhancement brand school

   c. As reference material for teachers or other academic civitas.

2. Practically

   a. for schools

      That the results of this research can be used as input or inspiration and scientific contributions in improving the brand school.

   b. For principals

      Can be used as the principal means of introspection, so motivated in improving organizing schools and increase the good
cooperation with the community in order to remain a community trust.

c. For researchers

Add insight into the leadership of the principal and perananya in increasing brand school.

E. Term Limits

In an effort to anticipate the presence of a difference of interpretation and also the expansion of the discussion, this study says that further discussion will be carried out as follows:

1. Entrepreneurial Competence

Entrepreneurial leadership (entrepreneur leadership) leadership is implementing role in running entrepreneurial soul of leadership. Application of the entrepreneur leadership is expected to give significant effects against the progress of the institution of education. Entrepreneurial leadership in question here is how a school principal can develop the soul entrepreneur to let schools led continues to have value in society.

2. The Headmaster

The headmaster is the highest leadership in the institution. The school principal as the stake holder agencies had great influence in the advancement of an institution. The principal is required to be able to
perform the tasks and authority of the leadership in a professional manner.

The professional headmaster will run entrepreneur with full responsibility as well as publicly and innovative thinking to develop an institution. The real facts because a lot of the schools showed that the existence of the headmaster less to [give effect on the development and development of the school. His presence only just progress what was previously being principal program previously.

3. Brand image

Brands identity is believed to introduce a product to the consumer. The brand is a promise of the seller to consistently give the look of certain services and benefits, to the buyer. Brand school will be woken up if the reputation of the quality of educational services that you do can push society doing the assessment in totality can provide customer satisfaction. Therefore schools should always improve the management of learning activities and innovate in order to progress and interests of the learners.

F. Systematics of Writing

Writing a paper, thesis, thesis, desert or the other necessarily must have a clear and systematic writing in accordance with the rules of the writing that applies globally as writing sistematic on this research consists of five chapters. Each chapter contains a sub chapter that
provides explanations and also the supporters of the research data. The five chapters are as follows:

CHAPTER I: Preliminary

In this chapter consists of the background problems, formulation of the problem, research objectives, the benefits of the research, the limitations of the term, and Systematics of the writing.

CHAPTER II: Review of the Literature

In this chapter consists of a discussion of the role of the school Committee of the Foundation in improving the quality of education in SMK Muhammadiyah Seven GondangLegi.

CHAPTER III: Research Methods

In this chapter consists of the research approach, the selection of the territory, the determination of the object, determination of the informants, a techniques of data collection and data analysis techniques.

CHAPTER IV: Research Results

This chapter discusses the results of exposure to the object of research, data analysis and data presentation.

CHAPTER V: Conclusions and Suggestions

In this chapter consists of conclusions and suggestions and the end there are references and attachments-attachments related to the research.