

THE STRATEGY OF SECOND CHOICE PRIVATE SCHOOLS TO FACE EDUCATION COMPETITIVENESS

Title	THE STRATEGY OF SECOND CHOICE PRIVATE SCHOOLS TO FACE EDUCATION COMPETITIVENESS
Author Order	2 of 3
Accreditation	2
Abstract	<p>Kompetisi dalam pendidikan menuntut sekolah swasta harus mampu bersaing dengan sekolah negeri karena mereka menjadi pilihan kedua. Sebagai pilihan kedua maka kebanyakan sekolah swasta tidak mampu menarik siswa-siswa unggulan dan berprestasi. Tujuan studi ini adalah mendeskripsikan usaha yang ditempuh SMA swasta sebagai pilihan kedua untuk berkompetisi dengan sekolah negeri agar dapat bertahan. Penelitian menggunakan metode kualitatif grounded theory di 10 SMA swasta pilihan kedua di Kabupaten Banyumas. Kabupaten ini dipilih karena peningkatan jumlah sekolah swasta yang cukup tinggi. Data dikumpulkan melalui observasi, wawancara, dan dokumentasi. Hasil studi menunjukkan strategi yang dilakukan sekolah swasta pilihan kedua di antaranya, adalah melakukan promosi secara strategis ke SMP yang menjadi target potensial, memilih siswa tidak mampu, dan memiliki kemampuan akademik rendah sebagai sasaran utama, dan menawarkan biaya sekolah murah bahkan menawarkan sekolah gratis bagi siswa tidak mampu. Competition in education requires the private schools to compete with public schools since they have been as the second choice. As the second choice, most private schools have been in failure to recruit talented and intelligent intake students. This article describes the efforts of private schools as the second choice, to face the competition with other public schools for its survival. This study used grounded theory method by taking 10 private high schools and located in Banyumas district. This district is chosen because the number of private schools is increased almost significantly. Data was collected using observation, interview, and documentation. The result of the study showed that strategies used by this type of school include among others, strategically promote themselves to a potential junior high school, choose a low economic and low academic students as their main targets, and offering low-cost education, if possible, offering free cost education for low economic students.</p>
Publisher Name	Badan Standar, Kurikulum, dan Asesmen Pendidikan, Kemendikbudristek
Publish Date	2020-06-12
Publish Year	2020
Doi	DOI: 10.24832/jpnk.v5i1.1509
Citation	
Source	Jurnal Pendidikan dan Kebudayaan
Source Issue	Vol. 5 No. 1 (2020)
Source Page	1-12
Url	http://jurnaldikbud.kemdikbud.go.id/index.php/jpnk/article/view/1509/519
Author	Dr. Dra ELIS PUSPITASARI, M.Si