Influence of Social Engineering Empowerment in Planning, Mapping and Implementation Process as Social Change Strategy to Growth and Development of Education Management in Medan City 2018

Akdel Parhusip

Head of School of Religious Education and Lecturer at Religious High School Medan

Abstract: That education is not just an effort to help the development of students individually, but also a form of social engineering. Social engineering can be seen from the aspects of the process of planning, mapping and implementation in the context of changes in the structure and culture of a social base of society that is on the growth and development of education (Khasali, R., 2006). Social change is done because of the emergence of social problems as a difference between the supposed and the real. Collective action to solve social problems is usually characterized by a change in form and functionalization of important groups, institutions or social orderThe method used is quantitative method. The population of this study is all the leaders of schools in the city of Medan with a population and the number of samples as many as 60 people. The sampling technique is the total sample. From the test of the instrument obtained valid questionnaire (r> 0.3 and reliable> 0.6), then through the classical assumption test such as normality test, Multicolineariat Test, Heterokedasticity Test and Autocorrelation test have been qualified. From the Hypothesis Test results obtained partially (t test) and simultaneously (F test) there is a significant influence between the Influence of Social Engineering Empowerment in Planning, Mapping and Implementation Process as Social Change Strategy to Growth and Development of Education Management in Medan City 2018. The conclusion of this research is Social Engineering Empowerment from aspect of Planning Process, Mapping and Implementation as Social Change Strategy have significant effect to Growth and Development of Education Management in Medan City 2018.

1 INTRODUCTION / BACKGROUND

In Education Management in Indonesia, there are two things that must be considered related to the world of education, namely (1) evaluation of education, and (2) thoughts for the functioning of education in Indonesia. From these two things when we pull into the education management that runs in Indonesia, there are some interesting phenomena that stand out today, among which are: a) our education is not maturing students, b) our education has lost its objectivity, c) our education is not cultivate thinking patterns, d) our education does not produce educated people, e) our education is perceived as fettering, f) our education has not been able to build individual learning, g) our education is felt linear-indroktinatif, h) our education has not been able to produce independence,) our education has not been able to empower and cultivate learners.

The phenomenon mentioned above, it is all about the evaluation of our existing education today. While the thought for the functioning of education in Indonesia is considered in addition to the demands of the above needs, also required the existence (1) "peace education" a peaceful / soothing education; (2) education capable of building a democratic life; (3) education that is able to cultivate the spirit of upholding human rights, and (4) education that is able to build the integrity of civilized human person.

From the above issues, it is clear that our education is still far from the values to be achieved. What's wrong with all this? A question that we might answer together as human beings who care about the world of education. If we examine further, what has been done by educational institutions today - who have painstakingly applied a variety of

educational management theories that are suitable to achieve the expected educational goals - is still far from real expectations.

Many difficulties occur in Achieving better quality education and management. Some people see it (by definition) as a late modern conceptualization (in the case of late modernity). in that case management has no pre-modern history, it is only a sign. Some others, detect management-like activity in the late pre-modern period. some authors tracked the development of management thinking on the Sumerian traders and the builders of the Egyptian pyramids. Slave owners over the centuries face the problem of exploitation / motivation of dependent but sometimes repugnant slaves (forcing authority), but many pre-industrial companies, on their small scale, do not feel compelled to deal systematically with management problems. however, innovations such as the deployment of the Hindu-Arabic numerical system (5th to 15th centuries) and double-entry secretarial codes (1494) provide tools for assessment, planning and management control.

With the understanding as stated above, it appears that one of the important functions of education management is related to the learning process, it includes from the preparation aspect to the evaluation to see the quality of the process, in this connection the School as an educational institution that performs activities / learning process clearly need to manage the activity well because this learning process is the main activity of a school (Hoy and Miskel 2001). Thus it appears that Teachers as educators are an important factor in education management, because the core of the educational process in schools is basically the teacher, because of its direct involvement in the learning activities in the classroom. Therefore, Human Resource Management Educator in an educational institution will determine how its contribution to the achievement of goals, and the performance of teachers is something that should get attention from the management of education in schools in order to continue to grow and increase its competence and with the increase of their performance will increase , so it will give an effect on improving the quality of education in line with the demands of today's global development.

The above conditions are also closely related to the Growth and Development of Educational Management in the City of Medan.Oleh therefore the authors want to know and make research on the Influence of Social Engineering Empowerment in the Process of Planning, Mapping and Implementation as Social Change Strategy on

Growth and Development of Education Management in the City Medan Year 2018.

2 PROBLEM FORMULATION

The formulation of the problem is a fundamental part and is the first step of a research activity. The formulation of the problem should be adjusted to the title of the study because the problem becomes the basis for further discussion.

Based on the above description, the researcher formulates the following issues:

a. What is the aspect of the Planning Process as a Strategic Social Change Strategy for Growth and Development of Education Management in Medan City 2018?

b. Is the Mapping aspect as a Social Change Strategy adhering to the Growth and Development of Education Management in Medan City 2018?

c. What is the Implementation aspect as a Strategic Social Change Strategy for Growth and Development of Education Management in Medan City 2018?

d. What aspects of the Planning, Mapping and Implementation Process as a Social Change Strategy jointly affect the Growth and Development of Education Management in Medan City 2018?

3 RESEARCH OBJECTIVES

The purpose of this study are:

a. To find out whether the aspect of the Planning Process as a Social Change Strategy is in line with the Growth and Development of Education Management in Medan City 2018?

b. To find out whether the Mapping aspect as a Social Change Strategy is adhered to the Growth and Development of Education Management in Medan City 2018?

c. To find out whether Implementation as a Strategic Social Change Strategy on Growth and Development of Management Education in Medan City 2018

d. To find out whether aspects of the Process Planning, Mapping and Implementation as Social Change Strategy together affect the Growth and Development of Management Education in Medan City Year 2018

4 THEORETICAL STUDIES / CONCEPTS

4.1 Education Management

The field of educational management is pluralist, with so many lack of perspective and inevitable agreement on its definition. One of the key debates whether education management has become a different field or just a broader branch of study from management. While education can be learned from other management, education management should be centralized educational goals. This goal or goal provides an important direction for supporting school management. Unless the link between clear and close educational objectives and management, there is a danger of 'Managerialism', "Emphasis on procedures at the expense of educational goals and values" (Bush, 1999: 240).

Management education is a science that studies how to organize resources to achieve goals that have been established productively and how to create a good atmosphere for humans who participate in achieving mutually agreed goals. (Engkoswara (2001: 2) Education management can be defined as a process of planning, organizing, leading, controlling education personnel, educational resources to achieve educational goals ... Atmodiwirio (2000: 23)

Management education is the process of planning, organizing, leading, controlling education personnel, educational resources to achieve educational goals, educate the nation, develop a whole human, that is a believer, pious to God Almighty, virtuous noble character, knowledge, skills, physical and mental health, solid personality, self-reliance, and responsible for society and nationality (Bureau of Planning Depdikbud, 1993: 4)

4.2 Concept of Planning

One of the most important management functions is Planning because of those functions the other functions are arranged. Planning is a blueprint for achieving objectives that include the allocation of required resources, schedules, tasks and tasks to be accomplished in relation to the achievement of the objectives. It can be said that a plan is a bridge built to connect between the present with the desired future, because planning is preparing for the future. The future will indeed come by itself, but without that future planning it may not be the future we want.

In management, planning is the process of defining organizational goals, creating strategies for achieving those goals, and developing organizational work activities. Planning is the most important process of all management functions because without planning other functions organizing, directing, and controlling will not work. To ascertain whether goals / goals set out in a plan can be more effective, there are several criteria that need attention by a manager:

a. The objective formula must be clear and specific and as much as possible using quantitative sentences to be easy to measure
b. The objective should include the results of key sectors. Since goals or targets are not possible to be structured on the basis of person-to-person work, they are based on the results of the contribution of the sectors / shareholders.
c. Goals must be able to challenge the achievement, but that does not mean it should be very difficult to achieve.
d. Goals must have clear deadlines to achieve them
e. Purpose should be attributed also to rewards for those who attain it

4.3 Strategic Concept

Strategy is a comprehensive activity that sets critical guidance and direction on allocating resources to achieve the organization's long-term goals. In practice, the choice of strategy is complex and a risky task. Some organizational strategies are expected to face a competitive environment. Here, managers plan to exploit the strengths and weaknesses of the organization with opportunities and threats in their environment.

Strategies formulated in two different perspectives, the first strategy is a broad program to define and achieve organizational goals and carry out its mission. This understanding is more directed to the active role of the organization to implement the program as an organizational strategy to face environmental change. This strategy is known as strategic planning.

4.4 Educational Mapping

Educational mapping is one of the most useful information suppliers for decision making. The real picture of a condition in a particular region, becomes the point of our education development. In the long

run, the resulting policy is aimed at increasing availability, affordability, quality, relevance, equity, and certainty in obtaining education services in Indonesia (Surya, 2012)

4.5 Social Engineering

Social engineering is an art of manipulating a scientific movement of a particular ideal vision aimed at influencing social change, which can be either good or bad and can be either honest or lie. Social change is done because of the emergence of social problems as a difference between the supposed and the real. Collective action to solve social problems is usually characterized by the shaping and functionalization of important groups, institutions or social order (Matta, 2006). Social engineering can also be interpreted as a process of planning, mapping and implementation in the context of changing the structure and culture of a societal social base (Khasali, R., 2006). With the development of thought, there are three forms of social change, namely evolution, revolution and reform. Evolution is understood as a form of change that takes a long time. Where, such a process of change tends to be circular only in the elite level and very little to accommodate the input of grass root that appears to the surface in reaction to various policies of the ruling elite. The logical consequence of this model change will place the ruling regime at the discretion of defining the existing change agendas based on "safe or not" for its power.

5 METHOD

The method used is quantitative method. The population of this study is all the leaders of schools in Medan city with the number of population and the number of samples as many as 60 people. The sampling technique is the total sample .. The sampling technique is the total sample. Data analysis is done by multiple linear regression analysis that is to know the steering between three independent variables (X) that is Social Engineering Empowerment in Planning Process (X1) Empowerment of Social Engineering in Mapping (X2) Empowerment of Social Engineering in Implementation (X3) with dependent variable Growth and Development of Education Management in Medan City 2018 (Y). This analysis is to know the direction of relationship between independent variables with dependent variable whether positive or negative and to predict the value of the dependent

variable if the value of the independent variable increases or decreases. Further t test and F test is conducted to determine whether the independent variable (X) significantly influence the dependent variable (Y).

6 THE RESULTS OF THE ANALYSIS

After going through the instrument test, the description of all the question items used has fulfilled the validity and reliability requirements. For assumption test all data have passed the normality test, Multicolinearity, Heterocedasticity and autororelation in the data deserve to be forwarded.

From result of regression analysis, obtained R2 (R Square) equal to 0,651 or (65,1%). This shows that the percentage contribution of variable influence to the dependent variable (performance) of 65.1%. Or variation of independent variable used in able to explain equal to 65,1% variation of dependent variable. While the rest of 34.9% influenced or explained by other variables that are not included in this research model.

Adjusted R Square is a customized R Square value, this value is always smaller than R Square and this number can have a negative price. According to Santoso (2001) that for regression with more than two independent variables used Adjusted R2 as the coefficient of determination.

7 DISCUSSION

Society generally believes in something when the majority of developed perceptions refer to the justification of it so that the intellectual community is often involved in a war of worldview as well as the idea of ego for the recognition of the way of thinking of each side. Here is the role of social engineering in changing the style of society like ini.Adanya idea of social change to the better in a way that is more realistic and can encourage people's desire to participate in the mission of social change. In terms of planning, it can be seen that Benefits of educational planning. among others: Can be used as a standard implementation and supervision process activities or work of leaders and members within an educational institution. In making the planning sutau, this has become a standard that means all activities activities should be based on the planning that has been made, can be used as a media selection

of alternative work steps or the best solution strategy for efforts to achieve educational goals. The benefits of educational planning are also to prepare alternatives to the plan of a series of activities if there are unintended errors that can be resolved quickly and appropriately by using prepared alternatives, can be useful in the preparation of the institutional priority scale both in terms of the targets to be achieved and the process of service activities education, can streamline and streamline the utilization of diverse resources of organizations or educational institutions. From the utilization of educational planning resources also analyze the utilization of resources needed as efficiently and effectively as possible to avoid excessive use of resources, can help school leaders adapt to the development or dynamics of socio-cultural change.

With the planning of education of all related parties in it such as school residents are expected to participate in supporting the implementation of educational planning in accordance with their respective positions, can be used as media or a tool to facilitate in coordinating with various parties or educational institutions concerned, in order to improve the quality educational services. Through educational planning that has become a common goal of educational planning can be used as a tool to coordinate in carrying out the tasks of each section, can serve as a medium to minimize inefficient or uncertain jobs. One of the risks of the implementation of inefficient planning for inefficient work, through education planning can be anticipated in inefficient work, and even good planning can even serve as a tool in evaluating the achievement of educational service process objectives. A description of the goals to be achieved in which there is how the process is done.

Educational mapping is also an important issue for one of the information suppliers useful for decision making. The real picture of a condition in a particular region, becomes the point of our education development. In the long run, the resulting policy is aimed at increasing availability, affordability, quality, relevance, equity, and certainty in obtaining education services in Indonesia. Educational mapping can be the basis of educational planning. The role of school mapping as a basis for improving educational services is also proposed by the Philippine Department of Education (2012) "School mapping is a set of techniques and procedures used to plan the demand for schools at the local level and to support decision-making on the planning, policy formulation, resource allocation and prioritization of future school development. "It is clear that this

educational mapping can be used by policy holders, especially local governments, to support decision-making in planning, policy formulation, resource allocation, and prioritization of school development for the future. As part of educational planning, school mapping can be viewed as a method of micro-educational planning in the form of a process of structuring or rearranging existing school networks so as to obtain new networks with greater capacity. Existing resources can be optimally utilized. Furthermore, it is endeavored that the quality of education is more weighty and has relevance to development. (Sutiman, et al., 2012)

Implementation of social engineering needs to be done as soon as possible, because it relates to the effort to realize the vision, mission and objectives of the affirmation of Indonesian character based on Pancasila.Suatu young people who are expected this nation is a young generation who are intelligent, independent, knowledgeable, technologically, skilled, honest, hard work , and berakhlakul karimah, in accordance with the meaning of national education goals. The educational process that is capable of producing a good young generation can bring about a positive social change for a nation. Many under-developed countries, in the not-too-distant future, have developed countries from the spectacular government policies accompanied by a high commitment to investing in human resources investment, not just rely on natural resources. The existence of education can affect social change, in which social change will have a function that is: doing cultural reproduction, developing cultural analysis of traditional institutions, making changes or modifications of traditional social economic level, and making more fundamental changes to traditional institutions that have been left behind. In the process of social change the modifications are often irregular and incomplete, although the changed joints are closely interrelated, resulting in cultural inequality. He also said that the rapid change of technology will obviously bring widespread impact to all public institutions so that the emergence of poverty, crime, criminality and so on is a negative impact that can not be prevented. For that education should be able to analyze the needs of value, knowledge and technology most urgently can anticipate people's readiness in facing change. After obtaining a picture of management in general, the understanding of management education will be easier, because in terms of principles and functions are not much different, the difference will be seen in the substance of the object of study that is all things related to education problems.

Oteng Sutisna (1989: 382) states that Educational Administration is present in three areas of concern and interest, namely: (1) Educational administration (geographic, demographic, economic, ideological, cultural and developmental) settings; (2) education (field of administration); and (3) the substance of educational administration (its tasks, its processes, its principles, and administrative behavior), it is increasingly reinforcing that education management has a wide-ranging field of interrelatedness, so understanding of it requires broad and anticipatory insights into changes that occur in the community in addition to deepening in terms of theory development in terms of management.

With the understanding as stated above, it appears that one of the important functions of education management is related to the learning process, it includes from the preparation aspect to the evaluation to see the quality of the process, in this connection the school as an educational institution that performs activities / learning process obviously need to manage these activities well because the learning process is the main activity of a school (Hoy and Miskel 2001. Therefore, Human Resource Management Educator in an educational institution will determine how its contribution to the achievement of goals, and performance teachers are something that should get attention from the management of education in schools in order to continue to grow and increase their competence and with the increase of their performance will also increase, so it will give an effect on improving the quality of education in line with gan current global development demands.

8 CONCLUSIONS AND SUGGESTIONS

8.1 Conclusion

From the results of data analysis obtained the number R2 (R Square) of 0.651 or (65.1%). This shows that the percentage contribution of variable influence to the dependent variable (performance) of 65.1%. Or variation of independent variable used in able to explain equal to 65,1% variation of dependent variable. While the rest of 34.9% influenced or explained by other variables that are not included in this research model. This indicates that Social Engineering Empowerment in Planning, Mapping and Implementation Process as Social Change Strategy partially or simultaneously (bersma-sama) there is significant influence to Growth and Development of Management Education in Medan City Year 2018

8.2 Suggestion

The existence of education can affect social change, which is needed Social Engineering Empowerment in Planning Process, Mapping and Implementation as Social Change Strategy to Growth and Development of Education Management in Medan City Year 2018

From the management side of education in schools to keep growing and increasing their competence and with the improvement of their performance will increase, so it will give an effect on improving the quality of education in line with the demands of global development today.

REFERENCES

E. Mulyasa, Dr. M.Pd., School Based Management (Concepts, Strategy and Implementation), Bandung, PT. Teens Rosda Karya, cet. 3 & 4, 2003.

H. Syaiful Sagala, Dr. M.Pd., Administration of Contemporary Education, Alfabeta, Bandung. 2000.

H.A.R. Tilaar, Prof. Dr. M.Sc.Ed., Several National Education Reform Agenda (in the perspective of the 21st century), Magelang, Tera Indonesia. 1998.

J. Drost, SJ., From KBK (Curriculum Aiming Competence) To MBS (School Based Management), Jakarta, PT. Kompas Media Nusantara, 2005.

Law no. 20 of 2003 on National Education System (Sisdiknas) and its Explanation, Yogyakarta, Media Wacana Press, 2003

Luwis R. Benston, Supervision and Management, New York, McGraw Hill Book Company, 1972.

Made Pidarta, Prof. Dr., Education Management Indonesia, Crt. II, Jakarta, Rineka Cipta, 2004.

Mamduh M. Hanafi, Drs. MBA, Management, Yogyakarta, Publishing and Printing Unit Akademi Manajemen Perusahaan YKPN, 1997.

Sondang P. Siagian, Philosophy of Administration, Jakarta, Gunung Agung, 1985.

Stoner, James A.F. dkk.1996.Manajemen Volume 1.Jakarta: PT Prenhallindo

Surya, 2012 education mapping (education mapping) as a basis Improving education services1

Sutiman, et al. (2012). School Mapping. Diktat college. Yogyakarta: Department of Education Administration FIP UNY

Wajong J, State Administration Function, Jakarta, Djambatan