

Abstrak

Penulisan karya kinerja ini bertujuan untuk mendeskripsikan dan mengungkapkan dampak strategi peningkatan daya saing melalui pola “PULIR” dalam program kolaborasi orang tua dan sekolah di RA Al-Istiqomah Jepara. Tahapan strategi peningkatan daya saing melalui pola “PULIR” dalam program kolaborasi orang tua dan sekolah di RA Al-Istiqomah Jepara dilakukan dalam tiga tahapan utama yaitu tahap awal: sekolah melakukan analisis SWOT untuk mengidentifikasi kekuatan dan kelemahan internal, serta peluang dan ancaman eksternal. Analisis ini membantu sekolah menemukan keunggulan uniknya dibandingkan lembaga lain. Tahap kedua, implementasi pola “PULIR” diterapkan melalui beberapa kegiatan, yaitu 1) Pertemuan rutin dalam bentuk parenting dan pembagian rapor.; 2) Usaha bersama dalam bentuk pemberdayaan ekonomi keluarga melalui kegiatan *bacing class* dan konveksi; 3) Libatkan orang tua dalam berbagai kegiatan sekolah seperti pendamping, panitia, narasumber, dan anggota persatuan orang tua dan guru, 4) Interaksi positif dengan komunikasi aktif melalui media sosial (FB, WAG, WEB). 5) Refleksi melalui kegiatan hari konsultasi, kunjungan rumah, dan *workshop* untuk evaluasi. Tahap ketiga evaluasi, sekolah melakukan evaluasi untuk menilai dampak dari program kolaborasi tersebut. Dampak positif dari pola PULIR yang diterapkan yaitu adanya peningkatan kuantitas murid yang cenderung stabil bahkan mengalami kenaikan dan orang tua murid bisa menghasilkan tambahan pemasukan uang karena memiliki tempat untuk usaha catering serta mutu sekolah juga tercatat baik seperti mendapatkan predikat akreditasi dengan nilai A, serta prestasi di bidang akademik dan non-akademik lainnya. Strategi “PULIR” masih sangat relevan diterapkan untuk masa sekarang dan yang akan datang karena sejalan dengan upaya penyelenggaraan PAUD berkualitas yang diharapkan dapat membangun kesamaan visi transformasi satuan PAUD yang memudahkan pendampingan antara satuan PAUD maupun semua pihak yang terlibat. Saran penulis untuk penyempurnaan penyusunan karya kinerja selanjutnya dibutuhkan formulasi khusus terkait keberlanjutan program kolaborasi dalam jangka waktu yang panjang khususnya dengan pihak organisasi mitra.

Kata Kunci: Daya saing sekolah, Pola PULIR, Kolaborasi

Abstract

The writing of this performance work aims to describe and reveal the impact of the strategy to increase competitiveness through the "PULIR" pattern in the collaboration program between parents and schools at RA Al-Istiqomah Jepara. The stages of the strategy to increase competitiveness through the "PULIR" pattern in the parent-school collaboration program at RA Al-Istiqomah Jepara are carried out in three main stages, namely the initial stage: the school conducts a SWOT analysis to identify internal strengths and weaknesses, as well as external opportunities and threats. This analysis helps the school discover its unique advantages over other institutions. In the second stage, the implementation of the "PULIR" pattern is implemented through several activities, namely 1) Regular meetings in the form of parenting and distribution of report cards.; 2) Joint efforts in the form of family economic empowerment through bacing class and convection activities; 3) Involve parents in various school activities such as companions, committees, resource persons, and members of the parents' and teachers' unions, 4) Positive interaction with active communication through social media (FB, WAG, WEB). 5) Reflection through consultation day activities, home visits, and workshops for evaluation. In the third stage of evaluation, the school conducts an evaluation to assess the impact of the collaboration program. The positive impact of the PULIR pattern that is applied is an increase in the quantity of students who tend to be stable and even increase and parents of students can generate additional income because they have a place for catering businesses and the quality of the school is also recorded as well as getting an accreditation predicate with a grade of A, as well as achievements in other academic and non-academic fields. The "PULIR" strategy is still very relevant to be applied for the present and the future because it is in line with the efforts to implement quality PAUD which is expected to build a common vision for the transformation of PAUD units that facilitate assistance between PAUD units and all parties involved. The author's suggestion for the improvement of the preparation of performance works is further needed for special formulation related to the sustainability of collaboration programs in a long period of time, especially with partner organizations.

Keywords: School competitiveness, PULIR pattern, Collaboration.

