

SWOT ANALYSIS IN EDUCATION

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Abstract

SWOT analysis is an analytical instrument to determine the appropriate strategy in an organization through internal (Strengths and Weaknesses) and external (Opportunities and Threats) identification to find out the real situation. This analysis can be done with two approaches, namely qualitative and quantitative approaches. There are three stages of analysis, namely the stages of data collection, data analysis and decision making.

Keyword: SWOT, Analysis, Education.

1. Introduction

Good planning always goes through a comprehensive analysis process. In a company to achieve company goals, a strategic planning step is carried out, namely by analyzing the strengths, weaknesses, opportunities and threats that are owned and faced by a company. This is done in order to determine future planning by determining the targets to be achieved. Thus, the decisions taken lead to the plans made.

An educational unit does not change like a company; it's just that an educational unit is a company engaged in services. Of course, when you want to improve the quality of an educational unit, there needs to be an analysis as carried out by a company in order to be able to plan, determine and achieve the vision, mission and goals that are in accordance with the character and environment of the educational unit.

Analysis relating to the strengths, weaknesses, opportunities and threats of an organizational institution is called a SWOT (Strength, Weakness, Opportunity, and Threat) analysis. This analysis has been carried out by experts, as stated by Rahmi, that George Albert Smith Jr. and C. Roland Christensen, an expert at Harvard Business School (HBS) Policy Unit in 1950, had used SWOT in organizational and marketing strategies (Rahmi Fentina Sari, 2017). Until now, this analysis is still relevant for use in education units. Improving the quality of education units can be directed, easily achieved and of good quality with this analysis. Thus, this article

discusses SWOT Analysis, Components of SWOT Analysis.

2. Methods

The study of this research uses a literature review where the literature is taken in accordance with the subject matter and analyzed in depth so that conclusions and findings can be drawn in the study. Literature taken from books, journal articles both nationally and internationally and other literature. (Phillippi & Lauderdale, 2018; Marshall et al., 2013; Bengtsson, 2016).

Results and Discussions

SWOT Analysis

Analysis is a noun which means the process of finding a way out which departs from an investigation of an event to find out the actual situation; chemical investigation by deciphering something to find out the substances of which it is a part; the elaboration of a subject from its various parts and the study of the parts themselves and the relationship between the parts to get the right understanding and understanding of the overall meaning (Fajri and Senja, 2008).

SWOT is an acronym for Strengths, Weaknesses, Opportunities, and Threats from the company's external environment. Based on Freddy Rangkuti's opinion, SWOT analysis is the identification of various factors systematically to formulate company strategy. This analysis is based on logic that can maximize strengths and opportunities, but simultaneously minimize weaknesses and threats (Freddy Rangkuti, 2013).

As quoted by Suryanita in her journal "According to Kotler & Keller, a SWOT (strength, weakness, opportunity, threat) analysis is an overall evaluation of strengths, weaknesses, opportunities, and threats. (a) Strength is the strength possessed by the company compared to other companies. (b) Weakness the problems faced by the company compared to other companies, so this is a weakness for the company. (c) Opportunity is an opportunity where the company can conduct operations in the face of challenges and to turn the opportunity into an advantage. (d) Threat is a danger that usually occurs due to unfavorable developments, which will have an impact such as reduced profits and sales if no action is taken to survive" (Suryanita Pernamawati, et al, 2021).

It can be concluded that the SWOT analysis is an analytical instrument to determine the appropriate strategy in an organization through internal (Strengths and Weaknesses) and external (Opportunities and Threats) identifications to find out the actual situation.

Components of a SWOT Analysis

The components of this SWOT analysis of course consist of four components as Hidayat and Machali's opinion is quoted by Rahmi as follows (Rahmi Fentina Sari, 2017).

Strength Component

Strengths are positive internal conditions that provide benefits. Strengths in school/madrasah institutions can be in the form of special/specific abilities, adequate HR (Human Resources), a good organizational image, capable leadership and others. This strength is what distinguishes educational institutions from one another. These advantages cause the added value of the school/madrasah in the eyes of the

community so that it becomes an attraction for parents to send their children to these educational institutions. This positive condition must be able to suppress the shortcomings that exist in the institution.

Weakness Components

Weaknesses (weaknesses) are negative internal conditions that can lower the assessment of schools/madrasahs, weaknesses can be in the form of low human resources, unqualified graduates, not strong image, poor leadership and others. The limitations of an educational institution are a necessity, but the use of this analysis is so that this weakness can be suppressed so that it does not become a barrier in school development.

Opportunity Component

Opportunity is a present or future condition that benefits the school/madrasah. Opportunity is an external condition that can provide opportunities for the advancement of the institution such as a change in law, a decrease in competitors, an increase in the number of new students.

When referring to the company, the opportunities in question as quoted by Eka Susanti in her thesis stated by Sondang (Eka Susanti, 2018), namely: Important trends that occur among product users, Identification of a market segment that has not received attention, Changes in competitive conditions, Changes in laws and regulations that open up new opportunities in business, Relationships with “familiar” buyers, and Harmonious relationships with suppliers.

In educational institutions, the opportunities in question are not much different from companies, so we can understand these opportunities can be described as follows. Important trends in graduate users, Identification of the needs of parents or graduate users who have not received attention, Changes in educational paradigm, Changes in legislation educational invitations, good relations with the community, harmonious relations with stakeholders.

Threat Components

Threats (challenges) are external conditions of the school/madrasah, now and in the future that are unfavorable. This challenge can be in the form of the emergence of new competitors, a decrease in the number of students and others.

The existence of new educational institutions in the same area, competition in service prices with other educational institutions, other educational institutions issuing highly competitive graduates, and other educational institutions having a strong and well-known appeal can threaten the existence of educational institutions if they do not take strategic steps to survive.

3. Conclusion

SWOT analysis is an analytical instrument to determine the appropriate strategy in an organization through internal (Strengths and Weaknesses) and external (Opportunities and Threats) identification to find out the real situation. This analysis can be done with two approaches, namely qualitative and quantitative approaches. There are three stages of analysis, namely the stages of data collection, data analysis and decision making.

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