

Strategic Management of STAI Ibnu Sina Batam Leaders in Dealing with Asean Economic Society (AEC)

Afi Parnawi

Lecturer of STAI Ibnu Sina Batam Indonesia

***Corresponding author**

Afi Parnawi

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Abstract: Management uses strategic concepts to make the allocation of resources more effective in achieving educational goals. The process that plays an important role in determining strategic objectives is developed by various conflictive forces from within and outside. Like STAI Chairman Ibnu Sina, lecturers, stakeholders, students, parents, campus supply providers, central and provincial governments, municipalities and social groups are paying attention to campus programs. Educational institutions need to identify competitors' strategies, objectives, strengths, weaknesses, and patterns of reaction, they also need to know how to design effective information systems.

Keywords: strategic management, asean economic society, swot analysis

INTRODUCTION

By the 21st century, ASEAN agrees to develop an integrated region by establishing an open, peaceful, stable and prosperous Southeast Asian community, caring for each other, and being tied together in a dynamic partnership by 2020. The hope is set forth in ASEAN Vision 2020 adopted by the Heads of State / Government of ASEAN at the ASEAN Summit in Kuala Lumpur on December 15, 1997. Furthermore, to realize that expectation, ASEAN endorsed Bali Concord II at the 9th ASEAN Summit in Bali in 2003 which agreed on the establishment of the ASEAN Economic Community (AEC).

In 2008 there was an economic crisis in Europe that made the robustness of the European Union unstable. The AEC Agreement is stronger with the signing of the Cebu Declaration on the Acceleration of the Establishment of the AEC in 2015 by the ASEAN Leaders at the 12th ASEAN Summit in Cebu, Philippines, on 13 January 2007. With the signing of the Declaration, the ASEAN Leaders agreed on the acceleration of the establishment of the ASEAN Economic Community from 2020 to 2015. The AEC Blueprint, a guide for ASEAN member countries, contains four main frameworks: first, ASEAN as a single market and an international production base with free flow elements of goods, services, investments, educated labor and a more free flow of capital. Secondly, ASEAN as a region with high economic competitiveness, with elements of competition rules, consumer protection, intellectual property rights, infrastructure development, taxation and e-commerce. Third, ASEAN as a region with equitable economic development, with elements of small and medium enterprise development, and ASEAN integration initiatives for CMLV Countries (Cambodia, Myanmar, Laos and Vietnam). Fourthly, ASEAN as a region fully integrated with the global economy with a coherent element of approach in economic relations outside the

region and increasing participation in global production networks. Of the four pillars, currently the first pillar that is still a concern of ASEAN.

As part of one of the pillars of this community, AEC itself is the foundation that is expected to strengthen and maximize the goal of economic integration in the ASEAN region and open opportunities for member countries. With the AEC is also expected to improve the quality of cooperation in economic terms in ASEAN towards a more significant. In this case, what Indonesia needs to do is how Indonesia as part of the ASEAN community strives to prepare the quality of self and take advantage of opportunities in the AEC and must enhance the capability to compete with other ASEAN member countries so that the fear of losing competitiveness in their own country due to the implementation of AEC does not happen, as we have seen together that other ASEAN countries such as Singapore, Malaysia, the Philippines and Brunei Darussalam are also continuing to improve their quality in the economy in order to face the AEC. The ranks of government in Indonesia must respond quickly and move quickly simultaneously prepare themselves as well as anticipate everything related to the enactment of the AEC on December 31,

2015 ago. The ranks of government are not only the Central Government with the existing Ministries and Non-Ministerial Institutions but which spearhead the implementation of the AEC is the Regional Government, both Provincial Government and District / City Government throughout Indonesia. Local governments must prepare well so that in time not only become "spectators" or even just become "market objects" in the implementation of the ASEAN Economic Community.

The purpose of writing this article is to analyze the Strategic Management of STAI Ibnu Sina Leaders in facing the ASEAN Economic Community (AEC).

LITERATURE REVIEW

Strategic Management Concept

"Strategy" comes from the Latin, "stratos (troop) and" agein "(lead). Strategies answer the question of what we want to do, what organizations we want, and where the organization will go. Strategic management in the opinion of Blocher and Lin [2] is "The Development of a sustainable competitive position success. "AECn while, according Yuwono [4] are usually associated with an integrative management approach, putting forward all elements such as planning, implementing and controlling of strategy. Furthermore, according to Ansoff, strategic management is, "A Systematic approach to major and increasingly important responsibility of general management: to position and relate the firm to its environment". He argues, strategic management is a systematic approach to management responsibility, conditioning the organization to a position that is ascertained to achieve its goals in a way that will ensure sustainability success, and make schools guarantee a surprising format.

Thus, strategic management is a systematic, systematic underlying decision-making, accompanied by the establishment of its implementation, made by top management and implemented to all levels within an organization to achieve its objectives.

In the world of education, management uses strategic concepts to make the allocation of resources more effective in achieving educational goals. In this case AECns determining strategic objectives AECns formulating the expected results achieved thoroughly over a period.

The process that plays an important role in determining strategic objectives is developed by various conflictive forces from within and outside. Such as school principals, teachers, teacher associations, stakeholders, learners, parent learners, school supply providers, central and provincial governments, district /

city governments and social groups concerned with school programs.

According to Ansoff [4] strategic management approach is to analyze the parts called "strategy formulation. This process is called also strategic planning, ie managers in formulating strategies together. Here's the strategic approach:

1. Position the school through a firm's capacity planning strategy (positioning of the firm through strategy and capability planning).

School plans to position itself according to ability and potential possessed, with efforts to optimize school resources to achieve goals.

2. Real-time responses to strategic issues issued by management (real-time strategic response through issue of management of resistance during strategic implementation).

Be able to respond to strategic issues such as school-based management, curriculum 2013, contextual teaching, etc. in schools to improve quality.

3. Systematic management of the resistance during strategic implementation.

Emphasizing objectivity, scientific and systematic during strategic implementation, school strategies are structured on the basis of objectivity, scientific and systematic principles open on the personal will of the principal, but the common will accommodates the public's needs.

Ansoff [4] translates strategic management as a participative decision. This is according to Pearce and Robinson [5, p-9] strategic management has the advantage:

- a) Activity strategy formulation will strengthen the company in avoiding problems.
- b) Group-based strategic decision is undoubtedly the best alternative decision.
- c) Employee involvement in formulating decisions will increase their peerage and increase motivation in work.
- d) Gap and overlap activities will be reduced because participation in formulating strategies will help clarify differences.
- e) Resistance (resistance) to change will be reduced.

AECnwhile, according to Yusanto and Widjajakusuma [1], the following reasons organizations use strategic management:

- a) Management focus. It places emphasis on dynamic environmental prediction and external

considerations in formulating and implementing organizational plans.

- b) Scope of process. Has a large and wide-scale management process scope. The breadth of the scope of this process brings the organization to a more appropriate level in determining the organization's mission and goals in the context of its existence in the external and internal environment.
- c) Awareness raising together. Provide a set of strategic decisions and actions to achieve organizational goals.
- d) Associate the role of key organizational factors. As a management process for managers' decision functions, strategic management connects 3 key factors: the environment, resources and the expectations and objectives of stakeholders.
- e) Developmental process. To date, strategic management can be noted as the pinnacle of the most important improvement in the management process that took place since the 1970s.

In this participative matter, Robinson emphasized the need for openness for leaders. But in traditional management, openness can be problematic, because leaders are not ready to accept transparency. Openness leads management to participatory decision-making. Participatory decisions have the advantage of strengthening the ability of schools to avoid unnecessary problems.

The model of strategic management according to Sharplin [6, p-9] requires two major phases where each has its own stages:

- a) Strategy formulation, covering the stages of determining the organization's mission, environmental assessment, setting the direction and objectives, and determining the strategy.
- b) Strategy Implementation, consisting of driving strategy, strategic evaluation, and strategic control.

In the stages of strategic management in addition to formulation and implementation there is also control and evaluation. The supervision and evaluation stage of the supervisor conducts supervision in order to encourage the smooth implementation of the activities that have been implemented. Leaders also need to know or monitor the progress of activities that have been implemented. Based on the monitoring results, if required then all the strategies that have been applied can be modified in the future because the external and internal factors are constantly changing. Three basic activities to evaluate strategy are a) reviewing the external and internal factors underlying the current strategy, b) AECsuring achievement, and c) taking corrective action.

In line with that, Melcher et al put forward a strategic element which includes:

- a) Scope, the limits on which an organization moves, includes the determination to be generated, the customer to be serviced, the location of operation, and the overall competitive factor for the organization. Top management sets scopes as part of strategy formulation.
- b) Specifications, standards for AECsuring the strategic position of an organization today. In summary the specifications provide a thorough answer to the question: "How do we finish" and "How we can do it in the future".
- c) Deployment, is the preparation of allocation of funds, facilities, equipment, and human resources within an organization.

Strategy Steps

In terms of strategic formulation as proposed by Sharplin [6, p-48] the steps of strategy formulation (Strategy formulation) are:

1. Establish the mission of an organization intact by involving owners, customers, and employees as an organizational constituency.
2. Conducting an assessment of the organization's external environment by taking into account the current conditions and possible changes that will occur, as well as the development and capabilities of similar organizations.
3. Establish the direction and objectives of the organization. That is, reinforce the direction and goals of the organization. Directions and targets should be opposed and achievable. Therefore, targeting should be specific, quantifiable, AECsurable, and objectives that have been prescribed as well as the direction determined by which each strategy should be chosen.

While the steps of strategic implementation phase (Strategy Implementation), is to conduct strategic evaluation, and control or strategic supervision.

1. Strategic mobilization can be dynamited by taking into account the structure, policies, and commitment of resources. More fully in this strategy is to pay attention to the placement in the organizational structure, the application of motivation becomes a strategic activity, the use of the fundamentals of power and politics.
2. Strategic evaluation with full discipline to ascertain whether the implementation is in accordance with the agreed plan. The main purpose of this is to monitoring and evaluating the development of the organization in achieving goals or targets with certain standards.
3. Control strategy as an appropriate step that is directly related to the evaluation with the intention

of providing correction or guidance, the result of the correction can be taken next policy.

RESEARCH METHODS

The method used in writing this article is a qualitative method with SWOT analysis on STAI IbnuSina in facing the ASEAN Economic Community (AEC). Qualitative research according to Schatzman and Strauss is a study that aims to gain an understanding of social reality through the process of inductive thinking where the direct involvement of researchers in the situation and phenomenon studied.

RESULT AND DISCUSSION

Preparedness of Stai Ibnu Sina Batam Leadership In Facing AEC

ASEAN Economic Community or commonly abbreviated as AEC in short can be interpreted as a form of ASEAN economic integration which AECns that all countries in Southeast Asia region (ASEAN) apply free trade system. Indonesia and all other ASEAN countries (9 other countries) have agreed on the AEC agreement or in English is the ASEAN Economy Community or AEC.

Approximately two decades ago precisely December 1997 when the ASEAN Summit held in Kuala Lumpur City, Malaysia agreed on the ASEAN Vision 2020 which essentially focuses on the establishment of a stable, prosperous and competitive ASEAN region with fair and equitable economic growth and reduce poverty and social inequality.

Some time later in October 2003, when the ASEAN Summit in Bali, Indonesia stated that the ASEAN Economic Community (AEC) became the goal of regional economic integration in Southeast Asia region which will be enforced in 2020. However, we know that the year 2015 is the beginning years of enactment of the AEC. This is in accordance with the Cebu Declaration which is one of the outcomes of the 12th ASEAN Summit in January 2007. At the summit, ASEAN leaders agreed to turn ASEAN into a region with free trade in goods, investment, professional labor, capital (fund).

In general, the ASEAN Economic Community is defined as a society that is integrated into one another (ie between one country and another in the ASEAN Dialogue) where there is free trade among ASEAN member countries which has been jointly coupled between the leaders of the ASEAN countries. ASEAN countries to transform ASEAN into a more stable, prosperous and competitive region in economic development.

Understanding ASEAN Economic Community by Wikipedia will encourage the flow of investment from outside to enter the country that will create multiplier effect in various sectors, especially in the field of economic development.

One market condition (single market) makes it easy to establish a joint venture between ASEAN regional companies so that access to production materials is easier.

The Southeast Asian market is a huge potential and promising market with an area of approximately 4.5 million square kilometers and a population of 600 million. AEC provides opportunities for ASEAN member countries in terms of increasing the speed of human capital and capital transfers which are two very important production factors.

Especially for technology, the enactment of this ASEAN Economic Community creates the transfer of technology from developed countries to developing countries in Southeast Asia region. That is the five positive impacts or benefits of enactment of the ASEAN Economic Community which began in 2015. Previously also explained a glimpse of the AEC as well as its understanding from various reliable sources. Hopefully this short article can provide additional insight and knowledge to readers especially about ASEAN.

The preparedness of the AEC is the responsibility of all elements, both the Government of the Central Government with the existing Ministries and Non-Ministerial Institutions and the Regional Government, both Provincial and Regency / City Governments throughout Indonesia.

As for some things that have been prepared STAI leadership Ibnu Sina Batam is as follows:

- 1) Prepare an understanding to students or the community to join a job training program in collaboration with the relevant Manpower Office or related institutions.
- 2) Involve students and the general public to attend workshops, internships in places already connected with labor agencies.
- 3) Preparing adequate infrastructure, access road to campus is improved, and widened.
- 4) Improve the supporting facilities of KBM such as KBM room, bathroom, lecture hall and so on.
- 5) Setting up a surplus human resources that provides opportunities for teaching staff and education personnel to be able to continue their education to the doctoral level.
- 6) Establish BMT-BMT sharia, mini market, car wash and open a small micro business that is ready to export to overseas.

The leadership of STAI Ibnu Sina Batam actively prepares some kind of understanding to the community and students to give understanding about AEC urgency until finally the society and students can openly understand the substance of the application of the AEC and integrally cooperate in accepting the concept in order to realize economic independence in Batam.

The role of the community is also vital in the application of the AEC, namely how people can change the habits that have been a trend / trend that is already deeply rooted in the life of the people of Batam, the culture of consumptive and unproductive. Under these circumstances people are required not to be consumptive and must always be consumers for their own domestic products. This will have a good effect on the application of the AEC if the community loves the domestic products and tends to be productive in producing or designing goods or services in the face of the AEC.

Leadership Strategy of Stai Ibnu Sina in Facing AEC

The leadership of STAI Ibnu Sina Batam determines the human resources strategy to consider and consider the mission, vision, and corporate strategy, and need to be formulated logically, clearly and applicable. Human resource strategies support the implementation of corporate strategy and need to be translated into HR activities, policies, programs that align with corporate strategy. Incompatibility between HR strategy and corporate strategy will affect the achievement of corporate goals.

Conversely, the alignment between corporate strategy and HR strategy needs to be strived to encourage creativity and employee innovation in achieving company goals. Human Resource Strategy relates, among others, to the establishment of an appropriate corporate culture, human resource planning, auditing human resources both in quantitative and qualitative terms, as well as human resource activities such as human resource procurement (from recruitment to selection), orientation, maintenance, training and human resources development, HR assessment.

In determining the HR strategy, external factors need to be considered in reference to future trends and needs, demand and supply, government regulations, human needs in general and employees in particular, potential competitors, social, demographic, cultural and values changes, technology. The trend of environmental change will affect changes in corporate strategy which also AECNs that the HR strategy also needs to be reconsidered, and most likely needs to be adjusted. The change of HR strategy is not something

taboo but needs to be done with careful consideration. Companies must choose the right business strategy to be able to take advantage of business opportunities and anticipate the constraints that occur as the impact of rapid environmental change. One of the most important keys in achieving competitive advantage is through the effective management of human resources.

Riau Islands Governor Nurdin Basirun affirmed that the implementation of ASEAN Economic Community (AEC) is not a threat but an opportunity for Small and Medium Enterprises (SMEs) and workers in Kepri bordering the four neighboring countries. The first strategy, in terms of infrastructure. The Supervisory Board (BP) of the Batam Region will build a toll road infrastructure, to facilitate container vehicle traffic so as not to disrupt other public transport.

The government agency that administers the investment also prepares the water infrastructure by opening new reservoirs and electricity infrastructure through PT Bright Batam National Electric Service. BP is also ready with IT Center that is capable of storing data, and Maintenance Repair and Operation for aircraft.

Besides need to be designed a AECsuring tool (human resource AECsurement) to know the quality and quantity of human resources, human resource potential and the relevance of HR strategy with corporate performance. IGM, for example, suggests the AECsurement of employee success based on the type of skill that is a) for professional skills utilized vitality index and b) for managerial skills AECsured from succession readiness. To evaluate human resources, four factors should be considered as follows: Strategic level, including mission, vision and organization goals.

Internal HR Factors, among others: HR assets, human resources qualifications, HR activities: procurement, maintenance, training and development, and HR policies. External factors, including demographics, social change, culture, technology, politics, government regulations, labor markets and international issues (eg human rights and ecology). Organizational factors, including structure, corporate strategy, corporate culture, and HR strategy.

Roles And AECsures The Government Must Do In Facing AEC

The strategic steps undertaken by the region must be appropriate and consistent with the AECsures that will be and have been implemented by the Central Government in line with what is recommended in the AEC Blueprint that requires each ASEAN country to reform all the key elements into the essential sector and the conditions in order to face the implementation of the

AEC. Between domestic and regional areas, efforts should be made that have the same correlation and the efforts made should be well synchronized. Efforts made in the domestic area refer to the absolute requirement put forward in regional internalization. So it is said to be integrated between domestic and regional in order to face regional economic integration. Broadly speaking, the strategic steps that must be undertaken by the region, among others, is by reforming potential strategic sectors and related to the mechanism set by ASEAN in order to create free market and international production base.

Strategic steps include

- 1) Socialization To Stakeholders Local government needs to socialize to all stakeholders (Civil, Police and Military Officers, Business, Banking, UMKM, and the public), because until now only understood by AEC upper middle class. It needs to be done like a democracy party, for example with banners, banners and boards at public facilities that inform AEC, print, and television exchanges are also active to spread the news through countdowns that are counted down every day. Like the Thai Government.
- 2) Increasing Economic Competitiveness is one of the important aspects in making ASEAN a single market and production base, competitiveness is one of the pillars of AEC which aims to make ASEAN a regional region with high competitiveness in the region as well as in international environment. It is also a requirement for Indonesia and other ASEAN countries to increase their economic competitiveness in order to face the economic integration of AEC. AECnwhile, the International Institute for Management Development (IMD) Competitive Center (2013-2014) mentions that the main factors that hinder competitiveness in Indonesia are: - The quality and quantity of human resources has not increased - Inefficient bureaucracy and too much deregulation package - Not yet improved infrastructure Increasing taxation regulation - Economic growth upgraded but 65% backed by the remaining domestic consumption of exports - Unsustainable policies. - Still high Corruption, Collusion, and Nepotism. This is certainly a challenge as well as a tough task for the ranks of government, both central and local to overcome them. The successful implementation of Bureaucracy Reform will greatly support the improvement of competitiveness that is sufficient in facing the AEC.

Leadership Management STAI Ibnu Sina Batam namely, Sumianti, said Infrastructure Improvement Challenges faced by local governments in infrastructure are among others:

- 1) repairing all damaged infrastructure, such as hollow and bumpy roadways and partially destroyed by landslides in a short time;
- 2) construct toll roads or railways to ports, and the construction of ports such as Tanjung Apiand others which have been the entrance to the goods in the next few years;
- 3) increase the acceleration of electricity and clean water within the next two years, and more. Logistics is also the most important part of infrastructure in relation to economic interests or the pulse of trade in particular. Especially in the case of a regional production center, logistics, such as ports and motorways from factory to port or vice versa or from port to marketing center, is very important, Without smooth logistics, production and trade processes can be disrupted. Inflation will be higher due to the stagnation in highways and ports. Clearly, competitiveness is also determined by the speed of incoming and outgoing goods. Once the importance of logistics makes this sector the first to be integrated into the AEC implementation process.

Investment Climate Reform In facing the implementation of the AEC, the Region must prepare itself by improving the investment climate through improving economic infrastructure, creating macro-economic stability, as well as legal and policy certainty, and cutting high-cost economy. One of the concrete steps that continue to be done by Indonesia with the passing of PMA Law no. 25 of 2007 on investment (replacing Law No.1 Year 1967 which has been changed to Law No.11 Year 1970). Under Law No. 25 Year 2007 it can be said to have covered all important aspects (including the matter of coordination services, facilities and rights of investors, employment and sectors of the main concern of investors) that are closely related to efforts to increase investment from the side of entrepreneurs / investors . There are some of these aspects which have been a serious problem faced by entrepreneurs / investors. Therefore it will have a very positive effect on investment activities in the region.

The steps and important things that students must do in facing the AEC

The ASEAN Economic Community (AEC) will establish ASEAN as a single market and production base to make ASEAN more dynamic and competitive with mechanisms and AECsures to strengthen the implementation of new existing economic initiatives; accelerate regional integration in priority sectors; facilitate the movement of business, skilled labor and talents; and strengthening the institutional mechanism of ASEAN As a first step towards realizing the ASEAN Economic Community.

So in this case the student has a very important role in the socio-economic community because students, as agent of change (agents of change) certainly can not be silent standby. As an element that gets big impact with AEC policy, students must get ready and start serious and focus facing AEC. There are some important things students should do: Students must improve their qualifications to face the AEC. Students are not currently IPK seekers, but must be competent and have enough skills to face AEC challenges, regardless of their GPA.

Indonesian society is beginning to realize the importance of softskill, especially in the ability of foreign languages and individual talents, so the point of view of "good students are good GPA" began to slightly fade. So softskill is very important to master especially that support the student to get a good career. Student is agent of change. Students are not only obliged to change themselves, but also have the obligation to change the society around them to be more awake to AEC. This is where the social role of society is very important. Students, daily live in social environment of society. Students interact with many parties and elements of society including: boarding house, food stalls, mosque and other places of worship, superiors and fellow employees when working part time, and others.

Then, the student is the liaison of the scientific campus life with the actual social life of society. Then the ideas of students discussed on campus should be applicable at least in the nearest community, around the campus.

Many student activities that can be done in the scope of this community, including: - Students can hold an entrepreneurship workshop, in cooperation with the community. - Students can provide intelligence to the community in various ways, with a focus is to meet AEC. - Students can build guided villages with cooperation and support from lecturers and campus parties. Students must build strategic movements to confront AEC.

Students can build community and organize various activities covering the above activities, and can take the form of action, mediation to the campus, as well as community leaders, and government both legislative and executive, to immediately realize tactical policy to face AEC. In addition to the role that has been described above then there are several roles that can be played by students in the AEC to support Indonesia among them by conducting research with support and encouragement from all academic community campus, bureaucrats and government.

With the research conducted by students in Batam will be able to help the government and the general public either businessmen who have a big share in the economy AEC, and for the general public of Indonesia to know what things need to be addressed both infrastructure and superstructure. Research will be very beneficial to the government because of the time constraints that cause the government is not detailed or have not been able to in detail know what the middle-low economic community needs will be very helpful because the research is a research that AECns looking back both new things and things old ones that still need to be reviewed. With the existence of research both in the field of exact and social will be able to give benefit and new breakthrough to what to do, especially in improving the quality of human resources that still lags from other ASEAN countries like Singapore and Malaysia and know and understand what should be fixed by government and society itself. Students can also play an active role as young entrepreneurs who have creative thinking, innovative and critical so that will be able to compete with students from other ASEAN countries. Besides, with entrepreneurship will create new jobs and will inculcate in each person to be job creator not job seeker so that will be able to create new products innovative and have high efficiency for society wide.

On the other hand as a student who is required to compete with students from other countries in terms of quality, Indonesian students can also collaborate with other students both in research for ASEAN and research in other matters so that in AEC not only the competition is preferred to seize the market but also collaborate on how to build better quality of ASEAN human resources.

The system used by the leadership of STAI Ibnu Sina Batam by using SWOT Analysis, strategic planning method used to evaluate strengths, weaknesses, opportunities, and threats in a project or a business speculation. The four factors that form the SWOT acronym (strengths, weaknesses, opportunities, and threats).

STRENGTHS

STAI Ibnu Sina Batam is one of the Private Islamic University of Islam Campus in Nusantara that is tangible High School, managed by the Ministry of Religious Affairs and embedded into Kopertis region Directorate General of Islamic education. This campus has been born since December 1, 1998 with SK Number 03 / XII / K / 1998 SK Date and PT SK December 1, 1998, High School is located at Teuku Umar Road Lubuk Baja Town Urban Village, Lubuk Baja Subdistrict, Batam City - Riau - Indonesia.

STAI Ibn Sina students have a superior product that can compete, as well as the staff, so no need to hesitate to worry about facing the AEC. Facilities at STAI Ibnu Sina are very good, ranging from easy to access infrastructure in the middle of the city, public transportation there is a bus, taxi, cafes, a magnificent mosque, sports advice and others.

WEAKNESS

- a) Inadequate hygiene and environmental health, due to the lack of awareness, lack of infrastructure (toilet, garbage can, warning board), and ongoing physical construction of campus.
- b) The not yet optimal system of documentation and archiving of educational activities, resulting in overlapping handling of campus documents, or even loss of documents.
- c) Inadequate infrastructure such as campus canteen, bachelor thesis and cooperative places, so the primary and secondary needs of students and campus devices can not be fulfilled.
- d) The low welfare of lecturers so that many lecturers who teach part time in other campus.

OPPORTUNITIES

Opportunity STAI Ibn Sina became STAIN wide open, because Stai Ibnu Sina Batam one of the first colleges of Islamic Education in Batam first. According to some staff from the ministry that STAI Ibnu Sina Batam is very possible to level up to the country, and change status from STAI to STAIN even IAIN.

Indicators STAI Ibnu Sina Batam can grow and progress to be rapidly in view of the aspect of the population of the city of Batam in the year 2016 about 2.5 million people, and Batam is the the entrance gate of international path that is Singapore and Malaysia.

THREATS

STAI Ibnu Sina Batam difficult to get the number of students above 500 if the management system is not repaired immediately, because dozens of students of Islamic High School (STAI) Ibnu Sina held a rally in Ibnu Sina Campus page, Pelita, Batam, Monday (26/09/2016) night. The demo they did right in the classroom and even then immediately attracted the attention of other students who are studying. As a result, other students' lessons had to be temporarily suspended. The demonstration was an overwhelming surge of student disappointment over the campus problem that never resolved.

Some of the demands of STAI Ibn Sina students include the Student Study Card (KHS), the library which does not update the books, until the problem of harmony of bad communication between

students, lecturers and Assistant Chairman I STAI Ibnu Sina. In fact, according to 7th semester student of Islamic Education Department, it is important for students to know the value they get from study result.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the data that researchers get that strategic management is the most important concept in building an organization or an institution made by the chairman STAI Ibnu Sina and implemented to all levels within an organization to achieve optimal goals.

Chairman STAI Ibnu Sina Batam has been trying in preparing strategies to face the economic community aseason for the achievement of the welfare of the lecturers, and employees who as a whole and evenly. If the management is implemented properly then the stakeholders of STAI Ibnu Sina will prosper peacefully and happily lives.

All societies must be able to accept the policy that has been programmed by the government that the society of this Asian economy is a governmental policy to lead the society that have a competence in work in accordance with the discipline of science.

Recommendation

Based on the conclusions that have been prepared, can be put forward some features for the realization of the performance of leaders and lecturers the better, that is as follows:

- e) Head of Education Office of Kepri Province in order to determine strategy in improving the performance of lecturers, facilities and good infrastructure to support the performance of STAI chairman and lecturer. With this expected strategy can improve performance and provide benefits for people who need it.
- f) Headmasters of SMA / SMK / MAN to be able to encourage and improve the performance of lecturers in children's education programs so that it will benefit the entire community and career development of teachers and provide optimal and standardized education services.

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