Human Resources Quality as a Main Elements of Excellent and Competitive Education Management

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Abstract
Excellent and competitiveness of education management is not a mere slogan of formality, every school must use the essence of “quality and competitive education” in each of its visions even with different editors. The process of education, in addition to directed to the formation of spirit, motivation, creativity, resilience, and confidence, is also emphasized on the formation of awareness, discipline, responsibility, and a good learning culture. The vision of national education based on Law of the Republic of Indonesia Number 20 Year 2003 on the National Education System is “to realize the educational system as a strong and authoritative social institution to empower all Indonesian citizens to develop into qualified human beings so as to be able and proactive to answer the ever changing challenges of the age”. Then the mandate of the Law of National Education System in its implementation is described in Government Regulation of the Republic of Indonesia Number 19 Year 2005 which stipulates that the scope of the National Education Standards includes content standards, process standards, graduate competency standards, educator standards and education personnel, equipment and infrastructure standards, management standards, financing standards, and educational assessment standards. In addition, the National Education Standards are also intended as a tool to encourage the realization of transparency and public accountability in the implementation of the national education system. This suggests that the main element of education management is the quality of human resources, because without the support of the quality of human resources, then it will certainly be in vain. Thus, each school is encouraged to improve its educational performance so that the pattern of quality education and competitiveness can be realized.

Keywords: human resources, quality, education management, excellent and competitive.

1. Introduction
The development of information and technology today is marked by the era of globalization to make many countries competing to compete in various fields, such as defense and security, development, economics, finance, to diplomacy, the state's readiness for competition in these areas would not have been possible without the quality of good education. Education becomes the determining factor in developing every aspect of human life, it is not surprising that many countries give big and wide scholarships for nation children who have the willingness and ability of academic to continue their study abroad, to countries that are in the category of some world institutions enter into groups of developed countries. The scholarship awarded by the state to future generations of young generation in the future is an indirect form of investment so that the future of the country can contribute to the global competition that is currently happening and not impossible to be a winner in the global competition, we see some countries such as China who became the economic winner in the world arena, United States and Russia who became the winner in the field of defense and national security.

Education has a very important role in the progress of civilization of a country, without quality education and competitiveness it is impossible that a country can take part in global competition. We can see how the ravages of Japan after World War II, but what he still maintains and improves the first time is the education system, and the results we can compare with countries in Southeast Asia including Indonesia today. Education becomes a benchmark in the progress of various national sectors and state relations at regional and even international level. Indonesia has its own challenges in the national scope, in addition to getting a high demographic bonus, the quality of educational institutions in Indonesia both private and domestic can be spelled out not evenly, not to mention the will of the children of the next generation of the nation to take primary education to continue their education at the college level.

The process of globalization changed the face of the world, the face of society with new dimensions. This means that Indonesian people must be prepared to face the global community through the national education process that is necessary to have a strategic vision that can answer the challenge. In a developing nation like Indonesia, the educational problems that occur can not be separated from the influence of the past triggered by fundamental issues such as politics, economy, culture, human resources and so on. These problems continue to evolve over time, increasingly harassing and intertwining with each other to form a complex multi-sector problem. Moreover, the condition of our national economy up to now still is always overshadowing almost in all development sectors. Of course too heavy to meet the needs of educational development ideally. This causes the education sector to be alienated so that various education issues are not handled properly. As a result, the

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development of education in Indonesia for many years runs linear and monotonous. Educational issues focus only on the area of vertical doctrine that is the national curriculum as a guide for learning and ignores the most important aspect of education itself that is educators or teachers. Education is driven by human, therefore the quality of human resources becomes the main element in the management of quality education and competitive.

Education which is a process can not be separated from the role of human resources because one of the important aspects is the human resources itself. In addition, humans always play an active role in every activity of the organization, because humans sometimes become planners, actors, and determinants of the realization of organizational goals. Goals can not be realized without an active role of employees even if the tools of a company are so sophisticated. This is also true in the world of education, because more specifically the process of learning played by educators can not be replaced by technology. To make human resources more effective both effectively and efficiently, it is necessary to do good management, starting from planning to the final stage in the management function. Talking about the existence of human resources in educational organizations is a natural thing because in the process of education human resources have a big role both in terms of administrative and operational. Human resources need to be managed properly so that it can play a role in accordance with its function. That is why the need for human resource management.

Husain Usman, shares two notions of management, ie management in the broad sense and management in the narrow sense. Management in the broad sense is planning, implementation, and supervision of organizational resources to achieve goals effectively and efficiently. While management in the narrow sense is the management of schools which includes: planning of school program, implementation of school program, supervision and evaluation, and school information system. Human resource management plays an important role in determining and changing the quality of human resources owned by every educational institution anywhere. Therefore, human resource management needs to be optimized because of its position that determines the quality of teachers, educators, and education personnel.

One of the important areas of Education Administration/Management is related to Personnel/Human Resources involved in the educational process, be it educators as teachers as well as Education personnel such as Administrative personnel. The intensity of education related to human beings can be seen as an important distinction between educational institutions/school organizations and other organizations. Now the problem is how to build creativity, innovation and professionalism of teachers and educators to be able to move the wheel of education becomes more dynamic as a foundation to realize quality education and competitiveness? In the last decade the demands of professionalism and the improvement of the quality of educators are increasingly voiced by various circles. This is in line with the growing public awareness that puts educators or teachers as the spearhead of educational success. One of the programs that the government is required in order to improve the quality of these educators is by conducting certification and teacher education professional training programs through educational institutes. But if enough with the certification test the educators will be professional? A number of parties up to now still look at the pessimistic that the certification test will be able to improve the professionalism and quality of teachers and the quality of education in general. Based on the exposure, then the issues to be discussed in this paper is how to manage education for quality and competitive? and how urgency of human resources in the management of education?

II. Research Method

The type of research used is descriptive research, using a legal and conceptual approach. Technique of collecting data done through literature research by studying and reviewing a number of national legal regulations, textbooks, research papers, scientific journals. After the research materials were collected using the techniques set out above, then analyzed the data by using qualitative data analysis, that is the data that appear in the form of words and not the series of numbers, according to the issues to be studied in this paper.

III. Results and Discussion

Management of Quality Education and Competitiveness

Management of quality education and competitiveness absolutely must be done by Indonesia, so that every

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2 Lesty Marlina, Manajemen Sumber Daya Manusia dalam Pendidikan, Jurnal Istinbath No. 15, Th. XIV, Juni 2015, p. 124
4 Uhar Suharsaputra, Manajemen Sumber Daya Manusia Pendidikan, See https://uharsputra.wordpress.com/pendidikan/manajemen-sdm-pendidikan/
5 Saikhunal Azhar, Loc. Cit.
7 Takirian Tancredi and Hidayati Mustafidah, Penelitian Kuantitatif, Sebuah Pengantar, Bandung: Alfabeta, 2011, p. 19
educational institution that holds an educational unit has a role and responsibility in the intellectual life of the nation. Government through Law of the Republic of Indonesia Number 20 Year 2003 on National Education System formulates the vision of national education is “realizing the education system as a powerful and authoritative social institution to empower all Indonesian citizens to develop into qualified human beings so as to be capable and proactive in responding to the ever-changing challenges of the age. While one of its missions is: improving the quality of education that has competitiveness at national, regional, and international levels”.

In the intellectual life of the nation as mandated by the 1945 Constitution of the Republic of Indonesia whose authority is mandated in the Law of the National Education System, in line with that the vision and mission of national education is set forth in Government Regulation of the Republic of Indonesia Number 19 Year 2005 on National Education Standards. Basically, the National Education Standards are the minimum criteria of the national education system which contains the minimum criteria of the educational component that enables each level and the educational path to develop education optimally in accordance with the characteristics and specificities of the program. In Government Regulation of the Republic of Indonesia Number 19 Year 2005, it is mentioned that the scope of National Education Standards includes content standards, process standards, graduate competency standards, educator standards and education personnel, equipment and infrastructure standards, management standards, financing standards and educational assessment standards. In addition, the National Education Standards are also intended as a tool to encourage the realization of transparency and public accountability in the implementation of the national education system.

Education is not just transferring science, theory, and academic facts, taking care of exam questions, establishing graduation criteria, or simply printing a diploma. Education is the process of liberating learners from ignorance, incompetence, helplessness, and dishonesty. Therefore, the process of education is not limited to the memorization and practice of mastering exam questions. Such learning process has caused many victims, where the graduates are considered successful when it has managed to reach a certificate. Whereas behind the diploma it has not necessarily guarantee changes in character, thought, and behavior. The emergence of private schools that take part in educating the nation's children through the world of education, in real terms the presence of private schools can assist the government in order to succeed the development of human resources completely, even private schools have been able to compete with good state schools quality and quantity. Educational institutions that have high quality both in terms of quantity and quality, and competitiveness will certainly be brought by parents (students), because the institution reflects the management of professional education and has a qualified human resources.

The process of education, in addition to directed to the formation of spirit, motivation, creativity, resilience, and confidence, is also emphasized on the formation of awareness, discipline, responsibility, and a good learning culture. Such educational processes can be developed in accordance with the talents, interests, abilities, needs, characteristics, and learning styles of learners. That’s quality education. However, in today's tight competition era, quality alone is not enough to build a superior educational institution. The managers of educational institutions should be able to make their institutions competitive. Then, how to create a quality education and competitive? Professor of Education Management Dedy Mulyasana describes the necessary capital and attitude, a suitable concept developed to the concept of management in order to create a competitive education. To win the competition, according to Dedy Mulyasana, education providers have at least a competitive attitude in carrying out their institutional duties. Related to that, the leadership needs to analyze the needs of learners and map the trends and strengths of competition, set the quality standards, and formulate the demands of environmental needs and trends. One of the phenomenon of education in Indonesia today is the tendency to escape the responsibility of the community towards education and the abolition of educational institutions from the social-community roots. Because the nature is very important for the progress of a country, the educational institutions must be really professional in the management, good management will produce a good process although the goal to be achieved sometimes not in accordance with expectations, but a good process at least provide a good effect and closer to the goal of an education.

Management is process of directing and facilitating the work of people organized in formal group to achieve a desired goal. The analysis of learning or educational needs is based on the calculation of potentials, problems, future trends, and changing demands and future challenges. However, this competitiveness does not intend to turn off other educational institutions as the military wants to destroy its opponents in warfare, or like businessmen who use all means to paralyze their rivals. The competitiveness here is the efforts of educational

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institutions to prepare the future of their students in the midst of the complexity of the challenges of the times. In that context, Dedy Mulyasana formulates several strategic steps, among others, first, ensuring that more than half of organizational components contain competitive advantages (Human Resources, funding sources, learning facilities and infrastructure, vision, mission, program, strategy, network and cooperation, leadership, community support and so on). Components of organizations that contain competitive advantage, particularly in the aspect of human resources greatly affect the quality of education, because the driving factor in an educational institution management that must first be seen is the quality of human resources who run it.

The meaning of education in general is a conscious effort made by adult humans who are responsible for helping children to mature. Aware here means that educational activities should be planned because of the desire to change something from bad to good, from being unable to be able. Second, always update the missions, programs, and strategies that are deemed not to meet the needs. Third, critical of the various strategies implemented and sensitive to new strategies implemented by competitors. Fourth, oriented to the satisfaction of education service users. Therefore, leaders of educational institutions not only sell buildings, educational facilities, and science alone, but also sells trust in which there is professionalism, worthiness, and satisfaction. Fifth, always at the right time, with the right people, and in the right place. Sixth, efficient in using the time, energy, mind, and funds, so as to perform strategic steps in performing the task. Seventh, always create a comfortable atmosphere and pleasing to all parties.

George R. Terry and Leslie W. Rue in his book "Principles of Management” describe the functions of management: (1) Planning, which determines the goals to be achieved during the future and what to do in order to achieve the goal; (2) Organizing, ie grouping and determining the various important activities and giving power to carry out those activities; (3) Personnel, namely determining human resource requirements, mobilization, screening, training and labor development; (4) Motivation, ie directing or channeling human behavior toward the goals; and (5) Supervision, which measures implementation by objectives, determines the causes of deviations and takes collective action where necessary. These things are also very appropriate in the management of an educational institution in order to be of high quality and competitive. These measures are in order to strengthen the quality of educational institutions while providing opportunities to improve competitiveness. In other words, quality education, in addition to being developed through the transformation of positive values to learners, is also applied as a tool to empower all the potential that exists to the level of perfection. Educational management that maximizes all elements by prioritizing human resources, then certainly the institution will gradually have a good quality and can create a competitive graduates.

The actualization of a new national education with principles tailored to the demands of today's needs and developments, that is, community participation in managing education, professional education resources, and adequate resources. Quality education is education that is able to perform the process of maturing the quality of learners developed by freeing learners from ignorance, disability, helplessness, unrighteousness, dishonesty, and from the bad morals and faith. Quality education is born from a good planning system with good materials and management systems with a quality educational component. Components, among others, are as follows: a. Good learning materials and must be done to achieve the achievement of quality education is the subject matter perceived benefits by learners, both felt directly or later, the subject matter must provide continuous insight, the subject matter should give spirit, motivation, and creativity of thinking for learners.

b. A good educational plan is not only meant to mold and prepare the future of learners so that they can live well in their day, but also prepare and equip them when human beings face their god.

c. Good governance is a system of governance by using principles that are comprehensive or intact, meaning that the development of education is not just improving the budget but also the quality of teachers learn the learning culture of learners, education management, policies and programs, as well as products and environmental carrying capacity. Educational governance is done by considering the inter-functional linkages and roles among components with each other. Good governance should also be measurable, meaning that the money given by the parent learners change into attitude, thoughts and perikaku how. In addition, the system of governance must also be sustainable, meaning paying attention to the principle of balance between the strength of one component with other components.

Educators or educational personnel are educational human resources that play a strategic role especially in

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1 Book Review written by Dedy Mulyasana. Loc.Cit.
5 Resensi Buku karangan Dedy Mulyasana, Loc.Cit.
6 Dinda Habsyah, Loc.Cit.
7 Desi Aprilliani, Pendidikan Bermutu dan Berdaya Saing, Article December 9, 2017

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the effort to shape the nation's character through the development of personality and values desired. Viewed from the dimensions of learning, the role of educators (teachers, lecturers, pamong students, instructors, tutors, widyaiswara) in society to the learning process develops very quickly. This is because there are dimensions of the educational process, or specifically the learning process, played by educators who can not be replaced by technology. Their functions will not be entirely eliminated as educators and teachers for learners. Likewise with the educational staff (principals, supervisors, librarians, administrative staff) they are tasked to carry out administrative, management, development, supervision, and technical services to support the educational process in the unit of education. To support the achievement of a quality education system, the leader of the educational institution must undertake more effective, efficient and productive steps. The function of educators and educational personnel in essence is to create quality educational institutions and competitive, but because management or management is not professional and ignore aspects of human resources, then in fact the current education is very far from the expectations as mandated both in the constitution (UUD NRI 1945) as well as organic laws or regulations as the rule of execution (Law of the Republic of Indonesia Number 20 Year 2003 and Government Regulation of the Republic of Indonesia Number 19 Year 2005).

According Tilaar, the main points that must exist in the new paradigm of education, namely: (1) Education is aimed at forming a new democratic Indonesian society. (2) To achieve a democratic society requires education that fosters an individual and a democratic society. (3) Education is directed to develop behaviors that can address both internal and global challenges. (4) Education must be able to direct the birth of a united and democratic Indonesia nation. (5) Education should be able to lead to competition in the framework of cooperation. (6) Able to develop diversity towards the creation of a united society above the richness of the diversity of society. (7) Able to make Indonesian people feel proud to be Indonesian. To win the competition, the educational providers must have the spirit of always being ahead of change with the assurance that they will get to the finish line first. Therefore, education providers have at least a competitive attitude in carrying out their institutional duties. For example, have a commitment to keep doing the best and still strive for excellence and point of perfection, sticking to the principles of honesty, professionalism, and fidelity. Have the principle always in front, visionary, meticulous, calculating, oriented to the principles of kindness, sensitive to the guidance of aspirations. Educational providers must be sensitive to the progress of the times, able to coordinate human resources by leading to competition in the framework of cooperation, and also prioritize the development of behavior that can address both internal and global challenges, because it is what has begun to fade in the institutions of education that exist when this.

The Urgency of Human Resources in Educational Management

Human resource management in education is a process or effort in management including planning, organizing, implementing and controlling in all aspects that exist in education to achieve educational goals. Human resource management in education can also be used as a tool to increase the productivity of individual education actors to be more productive than ever. Human resource management in its planning and implementation must be in line with the goals of the established education. From these objectives will be arranged in the planning and strategy in improving the quality of education through organizing human resources that exist in education. Mature planning will produce maximum results. It is said to be maximized when producing quality or quality in accordance with the standard. Therefore, human resource management becomes the main element in the management of education that is able to answer the needs of the times.

The goals of human resource management education differ from human resource management to business contexts. In the business world, human resource management aims to provide an effective working unit to the organization. To achieve this goal, the study of human resource management in business will show how the company should get, develop, use, evaluate, and maintain employees in the appropriate quantity and type (quality). While in the world of education human resource management objectives are more directed to the development of quality education, forming a reliable human resources, productive, creative and achievement. Quality education is also from qualified teachers. The most qualified teachers do not have to master teaching materials, methodologies, evaluation systems, and learning psychology. A good teacher is not just a smart teacher, but a teacher who asks learners. A good teacher is not just a character teacher, but a teacher who is able to form good characters for learners. Teachers as the spearhead in shaping the character of students, have the responsibility in performing the functions as well as possible, so that human resources management

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2 Desi Aprilliani, Loc.Cit.
4 Desi Aprilliani, Loc.Cit.
6 Yuliana, Loc.Cit., p. 4
7 Desi Aprilliani, Loc.Cit.
education is needed in the management of quality education and competitive.

Quality education is the hope of a country that wants to develop itself into a better Country. Education is said to be of quality if the output of the education is able to compete in the global world. The quality of education does not just emerge without any specific action to improve it, but a good quality of education needs to be planned. Remember the pearl word that success is planned, it is true that this country wants a quality education must be prepared a mature and perfect planning. Human resource management is a tool used to leverage individuals to achieve organizational goals. Human resource management objectives to enhance individual productive contribution. In this case human resources are assets that must be managed cernt and in line with the needs of the organization. The organization in question is education. Therefore, prior to drafting a plan, a job analysis and job analysis are conducted to obtain a job description, in this connection the employee in question is the educational staff who operates the educational institution in technical matters.

In English, Manajemen Sumber Daya Manusia is called "Human Resource Management". Human Resource Management is a factor that will determine the performance of the organization, the accuracy of utilizing and developing Human Resources and integrate it in a unity of movement and direction of the organization will be important for the improvement of organizational capabilities in achieving its goals. To better understand how the position of Human Resource Management in the context of an organization requires an understanding of the meaning of Human Resource Management itself, in order to position the role of Human Resource Management in the dynamics of the movement of the organization. Human beings are part of the resources needed by the company/organization. Nevertheless, there are still many management policies that have not paid attention to the importance of the human resources role. Thus, looking at the importance of human resource management in managing the institution/organization/educational institution, it should be educational institutions to re-review the management of the institution.

Given that teachers should be able to develop learning with a variety of background ability, understanding, interest in interest, motivation, style, and learning speed of learners can by implementing effective learning strategies such as teaching methods play a role to synergize the variety of potential or ability, needs, habits, and learning styles of learners, can also develop learning patterns, among others, when teachers are able to position students as important, valuable, and capable human beings, teachers must also be able to master and renew influence by creating a fun atmosphere, teachers use variations learning model that incorporates a classical learning system with individual learning patterns through the pattern of complete learning, but it also needs to develop an evaluation system. In Indonesia, for teacher with Civil Servant status, the first promotion or appointment is usually appointed as a Civil Servant with a trial period of one or two years, then following the pre-service training and after graduation becomes a full civil servant. After the appointment of employees, the next activity is placement or assignment, this assignment is usually given at the same educational institution or institution as before, or may be placed in another educational institution for reasons of equity.

Upgrading the educational curriculum feels much more important than upgrading the competence and educator's ability to become a professional and qualified educator. This condition causes the quality improvement program and the professionalism of the educator to be audible or even inaudible. No wonder then many teachers are less "responsible" on his profession as an educator. Due to the lack of professionalism that makes the atmosphere of the learning room is nothing more than an enlightening curricular ritual, both for students and educators themselves. Because both teachers and students just come to meet the scheduled hours and deliver the textual materials that have been provided according to the curricular guide. There is no innovative and creative effort to develop the learning process contextually so as to follow the steps of globalization in all fields. For example the use of internet and cyber technology by students to browsing the upgrading of science and technology according to the discipline being studied. From here the real problem of education in this country began to take root. A step forward and progressive if the educator understands the essence of its function as mandated by the law, the mandate is very heavy, then there is no other choice that the brand should be a professional educator and quality or leave the profession because of his inability to perform the function with good.

In the implementation of human resources education, principals and teachers in the institution is emphasized the improvement of quality as an answer to the needs of the developing community, so that the quality improvement can be realized through the implementation of education. Educational services are said to be of quality if made simple but become very important and meet the standards of purpose. Basically the quality

1 Debi Setyawan, Loc.Cit.
2 Sulistyorni, Manajemen Pendidikan Islam, Yogyakarta: Teras, 2009, p. 67-68
4 Uhar Suhrsaputra, Loc.Cit.
5 Djony Herfan, Peran SDM dalam Penerapan, Jakarta: PT. Grasindo, 1999, p. 12
6 Desi Apriliani, Loc.Cit.
7 Fitri Oviyanti, et.al., Manajemen Berbasis Sekolah, Palembang, 2011, p. 25
8 Saikhunal Azhar, Loc.Cit.
or quality of education can be assessed from the circumstances or conditions indicated by each component of the unit in education in achieving the set goals. Education units cover basic education to higher education. Institutions are part of the educational unit, the transformation of these institutions will build the quality of education. Institutional change will be more effective when it leads to improvement. That's why the principal as an effective manager will contribute to the changes in education. As for the assessment of educational personnel focused on individual achievement and participation in school activities. For employees, valuation is useful as feedback on issues such as abilities, fatigue, shortcomings, and potential which in turn are useful for setting career goals, paths, plans and development. For schools, the results of the performance appraisal of educational personnel are essential in making decisions on matters such as the identification of school program needs, acceptance, selection, introduction, placement, promotion, reward systems, and other aspects of the overall effective human resource process. Thus, the process run by the educational institution is in accordance with the quality and competitiveness required by the development of the current era.

IV. Concluding Remarks
The intellectual life of the nation as mandated by the 1945 Constitution of the Republic of Indonesia whose authority is mandated in Law of the Republic of Indonesia Number 20 Year 2003 on National Education System, the management of quality education and competitiveness must be done by Indonesia, so that every educational institution that holds the educational unit has a role and responsibility in the intellectual life of the nation. In line with that then the vision and mission of national education is set forth in Government Regulation of the Republic of Indonesia Number 19 Year 2005 on National Education Standards. Basically, the National Education Standards are the minimum criteria of the national education system which contains the minimum criteria of the educational component that enables each level and the educational path to develop education optimally in accordance with the characteristics and specificities of the program. Human resource management in education is a process or effort in management including planning, organizing, implementing and controlling in all aspects that exist in education to achieve educational goals. Human resource management in education can also be used as a tool to increase the productivity of individual education actors to be more productive than ever. The goals of human resource management education differ from human resource management to business contexts. In the world of education management objectives human resources lead more to the development of quality education, forming a reliable human resources, productive, creative and achievement.

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1 Mulyasa, Manajemen Berbasis Sekolah, Bandung: Remaja Rosakarya, 2012, p. 45
Uhar Suharsaputra, Manajemen Sumber Daya Manusia Pendidikan, see https://uharsputra.wordpress.com/pendidikan/manajemen-sdm-pendidikan/