

## **The Strategy of the Nurul Haramain Putri NW Narmada Islamic Boarding School in Facing the Industrial Era**

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### **ABSTRACT**

Entering the industrial era 4.0, the development of professionalization and the increasingly intense competition between lines of life demand an alignment of development orientations to improve human quality. This condition is different from education on the island of Lombok, which is faced with the problem of providing human resources. The mismatch and incompetence between output at all levels of education and social demands in the world of work is an example for educational institutions in Lombok that should be fixed immediately. This study aims to determine the strategy of the Nurul Haramain Islamic Boarding School NW Narmada in preparing graduates who can face the industrial era 4.0. Therefore, Islamic boarding schools, one of the institutions that provide human resources in improving community development and the foundation for non-governmental organizations on the island of Lombok, should improve and formulate new strategies to deal with this. One of them is the Islamic Boarding School of Haramain Putri NW Narmada which is one of the Islamic boarding schools that plays a significant role in preparing human resources for the people of Lombok. This research uses qualitative methods. This method begins with conducting initial observations to the last stage: analyzing and describing the research results. The research found that the Islamic Boarding School of Haramain Putri NW Narmada provided additional hard and soft skill training such as computer refinement and programming, graphic design, language strengthening, and Haramain farming for students. This training is also carried out to prepare graduates who can face changes in the industrial era 4.0.

**Keywords:** Strategy; Islamic Boarding School Nurul Haramain Putri NW Narmada; Industrial Era

## INTRODUCTION

To answer the demands and challenges of the industrial era 4.0, Muslims in Lombok should have to master the science and technology for the qualified human resources. Progress and mastery of science and technology will accelerate the transformation of society in various fields of life, or other terms, and development (Azra, 1999). Moreover, Indonesia is a developed country where each region has to improve itself.

The entry of the industrial era 4.0, professionalization development, and competition intensity between countries demand an alignment of development orientations to improve human quality. In developed countries, human resources are the main priority in developing education. Human resources are seen as the central pillar of established infrastructure in education. This condition is different from education in Indonesia and Lombok Island, which is faced with the problem of providing human resources. The mismatch and incompetence between output at all levels of education and social demands in the world of work is an example for *educational institutions* in Lombok that should be fixed immediately. Education is still a burden compared to infrastructure development. From the perspective of human capital theory, Islamic education is faced with the problem of underinvestment in human capital: the lack of development of all potential human resources needed for development. As a result, education in Lombok still does not show a rate of return that can be measured by many education graduates who are received into the world of work (Suryadi & Tilaar, 1993). Education was a model for forming and inheriting religious values and community traditions. The educational mission is successful when students have a positive attitude toward religion and maintain the traditions of their community (Fadjar, 1998).

Nowadays, the educational paradigm should be reconstructed. Hence, the power of educational institutions, specifically Islamic boarding schools, in improving the human resources of the people of Lombok is not indifferent to the problems that arise during the culture of the industrial revolution 4.0, which has even touched interdisciplinary fields. This research tries to respond to this issue using the discourse in Islamic boarding schools.

Today, the position of Islamic boarding schools in Indonesia is increasingly strategic; Islamic boarding schools can support national development at the educational, social, and even political levels. It is supported by the existence of Law Number 18 of 2019 concerning Islamic Boarding Schools section 16, which states that the educational function of Islamic boarding schools is aimed at forming students who excel in filling Indonesian independence and can face the development of the times, and in section 4 which explains that the scope of the functions of Islamic boarding schools includes: education, *da'wah*, and community empowerment.

On the other hand, Islamic education, especially Islamic boarding schools, carries an important responsibility: developing the quality of human resources so that Muslims can play an active role and survive in the industrial era 4.0. One of the Islamic boarding schools that plays a significant role on the island of Lombok is Nurul Haramain Putri NW Narmada Islamic Boarding School has several approaches in responding to the development of information technology culture.

The Nurul Haramain Putri NW Narmada Islamic Boarding School is one of the Islamic boarding schools that has provided educational institutions for the people of Lombok since 1991. Islamic boarding schools, the Nurul Haramain Putri NW Narmada was initially only engaged in the Islamic field, such as eliminating the nuances of syncretic Islam that developed on the island of Lombok. However, the development of the times and the increasingly complex needs of society, causing the Nurul Haramain Putri NW Narmada Islamic Boarding School to make renewal and adjustments. Therefore, the Nurul Haramain Putri NW Narmada Islamic Boarding School is now providing public schools, and it was noted that in 2015 computerized-based learning was given to their students. Not only that, from year to year, the number of students of the Nurul Haramain Putri NW Narmada Islamic Boarding School is increasing. Based on the data that the researchers got, in the last three years, the number of students who have registered has never been less than 600 prospective students. (Early observation & Interview). It indicates that the Nurul Haramain Putri NW Narmada Islamic Boarding School is one of the Islamic boarding schools that can answer the community's needs.

It is not surprising that many researchers have researched in the Islamic Boarding School of Haramain Putri NW Narmada; for example, the research was conducted by Zuhaeriah (2019), Siti Nurul Yaqinah (2020). From these two studies, the similarities can be drawn by the researchers' research, namely, researching the existence of Islamic boarding schools in responding to community demands. However, there are fundamental differences between this research and previous research in substance. This research more focused on the strategies carried out by the Islamic Boarding School of Haramain Putri NW Narmada in facing the industrial era, focused on how Islamic Boarding School can create graduates who can answer the challenges of changing times that prioritize IT skills but still maintain religious abilities such as the wishes of the community and stakeholders. While the two studies conducted were more focused on how the role of Islamic boarding schools in preparing graduates to face the demands of society in the environmental field. Therefore, in this paper, the researcher will discuss the strategy of the Islamic Boarding School of Haramain Putri NW Narmada in responding to the problems amid cultural disruption that is influenced by the industrial revolution 4.0?

## METHOD

This research was conducted at the Islamic Boarding School of Haramain Putri NW Narmada, West Lombok Regency, West Nusa Tenggara, from June 25 to August 13, 2021. The researchers chose this location because the curriculum developments at the Islamic Boarding School of Haramain Putri NW Narmada promoted information technology in improving the quality of the students. According to that, researchers can observe how Islamic boarding schools and their students read the discourse of technological development (a binding domain in the industrial revolution 4.0) from Islamic boarding school culture and the challenges that must be solved. Related to this, the researcher uses qualitative research methods to focus more on the research direction.

According to Creswell, qualitative research is an attempt to find certain truths that are (maybe) closed so that it requires carefulness and a level of analysis that is not simple to draw a tentative truth conclusion (Creswell, 2015). There are various approaches; therefore, this study will use a descriptive approach. *Qualitative research* is a research method based on the philosophy of postpositivism, which is usually used to examine objective natural conditions in which the researcher acts as an instrument (Sugiyono, 2018). Also, the descriptive method is a method that describes an objective situation or a specific event based on the facts that appear in the field, which is then accompanied by efforts to draw general conclusions based on these facts (Nawawi & Martini, 1996).

The explanation above takes informants who are considered competent related to research variables. Therefore, the researchers chose sources directly related to the strategy implementation process to obtain valid information, such as the leadership, academic staff, and female students of the Islamic Boarding School of Haramain Putri NW Narmada. The data collection techniques used interviews, observation, and documentation techniques. Interviews are the procedure in getting specific information from informants, then observations in the field while doing documentation when getting the data that needs to be documented.

This data collection method follows Creswell's view in determining the research questions to be answered in the interview. This research uses purposive sampling procedures. Then, determine the suitable type of interview and produce the most helpful information for answering the research question, then use appropriate recording procedures when conducting interviews in individual or focus group discussions. (Creswell, 2015).

The last step in this research method is to analyze the data. There are several parts in the data analysis step: systematically searching and compiling data obtained from observations, documentation, and interviews by organizing data into categories, describing them into units, compiling into patterns, and choosing which ones to use and make conclusions (Sugiyono, 2018)

## RESULTS AND DISCUSSION

As described in the introduction above, this research will examine Islamic boarding schools and the industrial era 4.0., in more detail, this research will examine how the strategy of the Haramain Putri Islamic Boarding School in facing industry 4.0. Therefore, to find out the strategies that occur in this study, the researcher uses the strategy and theory developed by Richard Whittington in classical and evolutionary approaches. In the view of this theory, strategy is the result of deep thinking or making a decision that can be implemented so that an institution can survive, and survive is the key to competition (Whittington, 1988).

Since their history, Islamic boarding schools have struggled with the broader community, especially in areas with traditional thinking to understand Islam and progress. The primary function of Islamic boarding schools has initially been a center for Islamic education, or it can be said that it was a *da'wah* mission, which is changed during the Wali Songo period in Java. At that time, Islamic boarding schools generated *ulama* and *muballigh* in spreading Islam (Qomar, 2005, p. 24). However, today, the function of Islamic Boarding School in development has many changes that are adapted to the circumstances of the surrounding community. It is because the community's needs have changed according to the times. Therefore, the strategy theory developed by Richard Whittington in the classical approach and evolutionary is very relevant to analyze the strategies used by the Haramain Putri Islamic Boarding School.

In addition to the general strategy, as explained above. This study also examined how the strategy of the Haramain Putri Islamic Boarding School in the field of education. Therefore, the researcher also uses cybernetic learning theory to support this theory. This theory suggests that the most important thing in learning is the information system, used explicitly in analyzing how the learning process is used at the Haramain Putri Islamic Boarding School, West Lombok.

### **The Strategy of the Nurul Haramain Putri NW Narmada in Facing the Industrial Era 4.0**

Strategy is the science of planning and determining direction by moving all the resources that can benefit. John A. Bryne defines *strategy* as a fundamental pattern of targeted and planned resource deployment and organizational interactions with markets, competitors, and environmental factors (Hasan, 2010). Another opinion explains that strategy is a unified, broad, and integrated plan that links the company's strategic advantages with environmental challenges, which is designed to ensure that the company's main objectives can be achieved through proper implementation by the organization (David, 2004). So, the strategy is a plan to achieve the goals to be achieved.

As an institution engaged in many aspects of human empowerment such as education, religion, socio-culture, the Islamic boarding schools have a substantial

contribution to accompany the process in carrying out life. Because in its orientation, it must be able to prepare human resources, which are not only recipients of global information flows, but also have to provide them with provisions to process, adjust and develop all things received through the flow of information; those are creative and productive humans.

Based on the explanation above, this chapter discussed what efforts or plans had been planned and implemented by the Nurul Haramain Putri NW Narmada in facing the development of industry 4.0. In general, it can be described that one of the strategies implemented is to guide students in improving individual competencies that are focused on Islamic boarding school activities.

### ***Improving Students Hard Skills***

The Ministry of Industry has set four strategic steps in facing Industry 4.0. The steps to be implemented are: First, to encourage the workforce in Indonesia to continue to improve their abilities and skills, especially in using *internet of things* (IoT) technology or integrating internet capabilities with industrial production lines. Second, the use of digital technology to spur productivity and competitiveness for small and medium-sized industries (IKM) to penetrate the export market through the E-smart IKM program. Third, more optimal use of digital technology in national industries such as *Big Data, Autonomous Robots, Cybersecurity, Cloud, and Augmented Reality*. Fourth, encouraging technological innovation through start-up development by facilitating business incubation to create more technology-based entrepreneurs in Indonesia (Satya, 2018). In line with the concept of the Ministry of Industry, the Nurul Haramain Putri Islamic boarding school held activities that were more focused on developing students' skills in facing the Industrial Revolution 4.0 by holding activities through OSNH in the IT field, one of which was in the field of computing.

Today's world of education has experienced very rapid growth, one of which can be seen from the type of media used or IT. If in the early 90s, the media used was limited to print media such as books, etc. In the current era, the media used has shifted to electronic media: computers. This change dramatically provides convenience, both for educators and students. This also happens at the Nurul Haramain Putri Islamic Boarding School, and the computer is a standard educational media. However, to make it easier to maintain the condition of the media, it is necessary to have computer-related skills or knowledge. This ability is in the form of the ability to use, maintain, and operate.

Computers are a supporting and essential thing in the boarding school considering the development of multimedia and IT-based learning models in implementing some boarding school activities. This massive use causes the vulnerability of damage to computer equipment is enormous, so the *Asatidz* council seeks to provide education on computer refinement skills and computer programming. This skill education will undoubtedly have a tremendous impact on

female students in providing solutions to the problems they face in computerization. Guidance for students in terms of computer refinement and computer programming is facilitated by a special division in which there is an *Asatidz* board and students who have talent and ability and are interested in technology.

In addition, another hard skill development for female students in Nurul Haramain is Integrated Farming, and this activity is a forum for integration between agriculture and fisheries. In general, the concept of integrated farming is the integration between waterworks, fisheries, and livestock (Franjaya et al., 2013). However, implementing Nurul Haramain Integrated Farming integrates agriculture, which consists of compost, seeding, and processing agricultural land by planting various plants. Besides agriculture, which continues to be developed, Haramain Integrated Farming also develops fisheries that support the needs of students as animal side dishes (Interview, Ainul Lail Mukarroham, 15 Juli 2021).

Hard skill training in software mastery is also one of the IT aspects that need to be developed. In the industrial revolution, 4.0 is entering the realm of a new industry that is entirely free, borderless, and accessible. Therefore, graphic design training is also one of their hard skill training for students at the Haramain Islamic Boarding School. The industrial revolution 4.0 can be interpreted as a stage of significant and radical changes to the production system, where new technology is present to change the way humans produce things, including how design works.

### ***Soft Skill Upgrade***

The industrial revolution 4.0 cannot be denied the presence. The best choice is to prepare human resources who can follow the development. These developments can be followed if the resources are well prepared, not only for hard skills but also soft skills. In the development of the industrial era 4.0, the emphasis is on integrity, communication, and flexibility. In addition, soft skills are an essential part of how an individual conveys the understanding that has been obtained in the world of education.

Many experts have almost the same opinion related to the definition of soft skills. According to Novia Lucas Cahyadi Lie, Noviaty Kresna Darma Setiawan, Firdaus, and Muqowim, soft skill is the ability of an individual to regulate emotions and how to interact with others in working together in an organization. Related to the explanation above, an essential aspect of interaction, especially in the industrial era 4.0, is communication skills. In this era, foreign languages such as English, Arabic, and other languages are essential to prepare resources. On the other hand, the Indonesian language is also the important one. There need to be improved communication skills adapted to society's culture in the 4.0 revolution era because online communication in social networks is now a trend.

Communication skills are one component that must be owned by the community, including students who are in an educational institution. Students in

industry era 4.0 should have communication skills for their soft skills. Therefore, Islamic boarding schools as educational institutions have to improve student communication skills. One of the essential components of this revolutionary era is that students have language skills.

Moreover, industrial revolution 4.0 requires the people to face the world. Several reasons why language skill is essential in facing the Industry 4.0 era. Including improving individual life skills, increasing one's chances of getting a job, improving networking skills to get more relationships, and helping to understand global issues to win the global competition. Then became one of the factors why the Islamic boarding school Haramain NW emphasized the communication skills for the students.

Self-development in Islamic boarding schools is oriented towards students' competence. To face the challenges of the industrial era 4.0 and society's demands closely related to the ability to communicate with people worldwide. Technology is the most affected element in the development of industrial revolution 4.0.

Self-development in Islamic boarding schools is oriented towards students' competence. To face the challenges of the industrial era 4.0 and society's demands closely related to communicating with people worldwide. Technology is the most affected element in this era. Language has an essential role in the development of industrial revolution 4.0, especially in information, communication, and technology. Therefore, the Haramain Islamic Boarding School prepares the students to improve their Indonesian, English, and Arabic language skills. The students have to practice English or Arabic. A sanction will be given when the students disobey the role in using English or Arabic.

From the explanation above, it can be seen that although the stigma about Islamic boarding schools is one of the traditional educational institutions, the Nurul Haramain Putri Islamic Boarding School is open to social changes that occur. By preparing students in communication skills to face demands and convenience. That all strategies are used to deal with the 4.0 industrial revolution changes.

## **CONCLUSION**

Based on the research and discussion results, the researcher can conclude that the Haramain NW Putri Islamic boarding school is open to social change. It can be seen from the various strategies to prepare students to face the industrial revolution 4.0. The strategy is to improve their hard skill and soft skills. The Haramain NW Putri Islamic boarding school increased students' hard skills by providing training on computer refinement, computer programmers, and Haramain farming. Meanwhile, the development of students' soft skills is carried out by improving communication skills.



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