

ABSTRACT

EMPOWERMENT STRATEGY TO PARENTS AND SOCIETY PARTICIPATION IN THE SCHOOL DEVELOPMENT PROGRAMS (A Study of Full-Day School Management at Madrasah Ibtidaiyah Asih Putera Cimahi in the year 2002).

This thesis studies the management of a full day school and focuses on *the strategies to empowering participation of parents and society in the school development programs at MI Asih Putera* (MI AP). The focus is correlated to (1) the profile and the educational philosophy of MI AP, (2) the public relation management, (3) the strategy to empowerment, and (4) the impacts of the strategy on the effectiveness of the school.

The research is implemented through analytical descriptive method with qualitative or naturalistic approach. Data are collected from the subjects of the research through interviews, observations, and documentary studies. The steps of the research followed are orientation, exploration, and member check. The procedures of analyzing the data are data reduction, data display, and conclusion drawing and data verification.

The writer draws several conclusions. *Firstly*, MI AP develops integrative education. According to MI AP, integrative education means developing moral, emotional, intellectual intelligence and professional competence harmoniously, (2) combining several subjects, (3) making Islam as the spirit of all the educational process, (4) that the process of education is implemented at school, in the family, and in the society simultaneously. *Secondly*, the school-public relation is managed by the principal, and the vice principal of the public relation affairs and the supervisors of the class and the organizing foundation collaboratively by linking partnership model relationships with parents and societies which is directed to the creation of harmonious collaboration to actualize the effective school. *Thirdly*, to empower the participation of parents and the society, MI AP takes internal and external strategy. The internal strategy covers (1) developing personnel, (2) improving the quality of management, (3) innovating programs continually. While the external strategy includes (1) building "initial commitment" of parents of candidate students, (2) linking good relationships (*silaturahmi*), (3) involving parents in planning and decision making, (4) inviting parents to be guest teachers, (5) inviting expert to seminars, training, talk shows, etc. (6) involving parents and society in the school activities, (7) giving roles to parents to manage organizations supporting the school programs (8) collaborating with public/private offices and businesses (9) giving rewards to the persons who participate in the school programs. *Fourthly*, the efforts of empowerment succeed in increasing the involvement of parents and society in the school programs. With various kinds of support including material and non-material from the parents and the society, the school manages to implement all the programs effectively. This effectiveness brings positive impacts on the performance of the school.

The implication of the findings is that participation of parents and society in the school programs has a positive impact on the effectiveness of the school management. Then the writer proposes several recommendations: (1) the efforts of empowerment should be managed better and more seriously with more accurate strategies, (2) MI AP should maintain its credibility by managing the participation better and by maintaining harmonious relationships with parents and society, (3) schools as service units are supposed to make customer satisfaction as the standard of their success (4) the strategy of empowerment applied by MI AP is supposed to be made a model for other schools.