

## Covid-19 Pandemic: Adaptability of Vocational School Strategic Planning

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### Abstract

This research aims to test the adaptability of vocational school strategic planning in the face of the Covid 19 Pandemic. Along with important aspects of how to adjust in the era of Industry 4.0. This preparation is in the form of a Strategic Plan guided by SWOT analysis and valuable to vocational schools. This study uses quantitative research methodology and then combined with a descriptive qualitative approach. Data collection is used non-probability sampling with Google Forms and questionnaire devices. A random sample of 30 people was selected as a sample. The school has 15 internal students and 15 external students. The overall index of vocational schools in Cikande District of Serang Regency produced the following findings. The strength is 8.42 points, the Weakness is 5.98 points, the Odds are 8.62 points, and the Threat is 6.70 points. When calculated, the coordinate point of internal analysis worth 2.26 (X) and the coordinate point of external analysis worth 1.92 (Y) are obtained (Y). It was determined that vocational schools in Cikande Sub district were in a position to be classified as Aggressive or Prima in quadrant 1.

**Keywords:** Strategy Plan, SWOT Analysis, Aggressive.

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## I. Introduction

SWOT analysis is the methodical identification process of many elements that gave birth to a company's strategic design, according to Fredi Rangkuti (2004: 18). Everything in the study was governed by reasoning that maximized strengths (strengths) and opportunities (opportunities), while minimizing weaknesses and threats (threats). National Standard of Education (SNP) with eight national standards of education, namely, content form standards, graduate competency standards, form standards. the process, the standard form of educators and education personnel, and the standard form of adolescent education, regulated in PP Regulation No. 19 of 2005 on National Standards of Education, which mandates that every educational institution of every type and level of education must meet the National Standard of Education (SNP) with eight national standards of education, namely, content form standards, graduates one initiative to achieve the National Standard of Education to improve The school is to create a School Development Plan in each school (RENSTRA). This is due to a number of factors, including the core of the school:

The main purpose of the school is to sell educational services that conform to the established criteria. The school was transformed into a location where academics could educate and train students in soft and hard skills. From cognitive (knowledge), psychomotor (skills), and affective (feeling), school becomes the location of the formation of meaningful assessment for the world of work (Attitude). Successful schools should serve as a model for a country's education, and school programs should be able to help with human resource initiatives. School and school committees should review previous failures before starting a long-term, medium-term, or short-term plan program.

This assessment takes the form of: 1) performs an analysis of failures that have occurred in the school's strategic environment, 2) performs an analysis of failures that have occurred in situations to determine the current state of the school education situation, and 3) formulates expected education in the future. This assessment should be accompanied by good strategic management. According to Thomas L Wheelen and J. David Hunger (2012: 3), strategic management is defined in appropriate terms. Strategic management can be interpreted in a variety of ways, including as managerial decision-making actors, that is, managers and activities that may affect the long-term performance stages of a company or agency.

## II. Methodology

This research method uses *tif kuantita* research, which uses internal and external measurement methodologies in the agency. Data is collected through research instruments such as Google Form Questionnaires, which contain questions or alignments, and answers based on a likert scale with a weight range of 1 to 10. If the respondent chooses a high score, up to a maximum of 10, then the question or statement produces a good picture. If respondents choose a low score, up to a maximum of 10, then

the question or statement gives a terrible picture. The study included a sample of 30 people, 15 from internal schools and 15 from outside schools. Qualitative descriptive analysis is used in data management approaches, and this management formula is known as answer index analysis. That's how replies provide a description of reviews or output results to data we've empirically collected in the field, allowing us to understand and produce correct and comparable data. Using ordinary numbers only. Researchers have taken efforts to minimize the amount of data. The study of data improves the accuracy and accuracy of displays by tying data to tables, cartesian lines, and plain text.

The formula:  $(\% \times 1) + (\% \times 2) + \dots (\% \times \text{end})$

1. The SWOT analysis quadrant is used to interpret data. This elaboration analysis is separated into four quadrants, according to one of the numbers, Rangkuti (2004). The terms used in this article have different meanings and correspond to different qualities.
2. Quadrant 1 is also known as the "highly profitable quadrant" because the organization has the most control over the predicted benefits and prospects. The plan that must be implemented after we determine the location of quadrant 1 is to implement policies that support the innovation and growth of the company. This quadrant is also known as the aggressive quadrant.
3. Quadrant 2: In this quadrant, the organization has or faces various threats, but is still able to rise up because it has sufficient internal strength. In this quadrant, the strategy that must be applied is the diverfication strategy, which harnesses the forces connected to long-term prospects in a general approach.
4. Quadrant 3: Recognizing that the company's circumstances and conditions present significant opportunities, but there are internal obstacles and weaknesses, the plan that must be implemented is to resolve difficulties arising from within . The goal is to improve the company's ability to capture market opportunities.
5. Quadrant 4 is a description of situations where a company's position is extremely dangerous. In addition to the many challenges arising from internal deficiencies, the company's situation is very detrimental.

### III. Results and Discussion

#### 3.1. Data Management Results

| No    | Strenght Indicator               | Index | Weights/ Urgency | Index x Weight = score |
|-------|----------------------------------|-------|------------------|------------------------|
| 1     | Complete Practice Facilities     | 0,82  | 4                | 3,28                   |
| 2     | SPP free                         | 0,87  | 4                | 3,48                   |
| 3     | Strategic Location with Industry | 0,83  | 2                | 1,65                   |
| Total |                                  |       |                  | 8,42                   |
| No    | Opportunities indicator          | Index | Weights/ Urgency | Index x Weight = score |

|       |                                         |      |   |      |
|-------|-----------------------------------------|------|---|------|
| 1     | Skilled and Competent Students          | 0,85 | 3 | 2,54 |
| 2     | PPDB (New student enrollment) Increases | 0,88 | 3 | 2,65 |
| 3     | Recruiting Alumni for Easy Work         | 0,86 | 4 | 3,43 |
| total |                                         |      |   | 8,62 |

| No    | Indicator Therats                                  | Index | Weights/<br>Urgency | Index x Weight = Score |
|-------|----------------------------------------------------|-------|---------------------|------------------------|
| 1     | Students are not free to study online.             | 0,73  | 2                   | 1,47                   |
| 2     | Don't know the level of ability of KI and KD       | 0,71  | 4                   | 2,85                   |
| 3     | Students Stutter during Street Vendors in industry | 0,59  | 4                   | 2,38                   |
| total |                                                    |       |                     | 6,70                   |

### 3.2. Quadrant Position

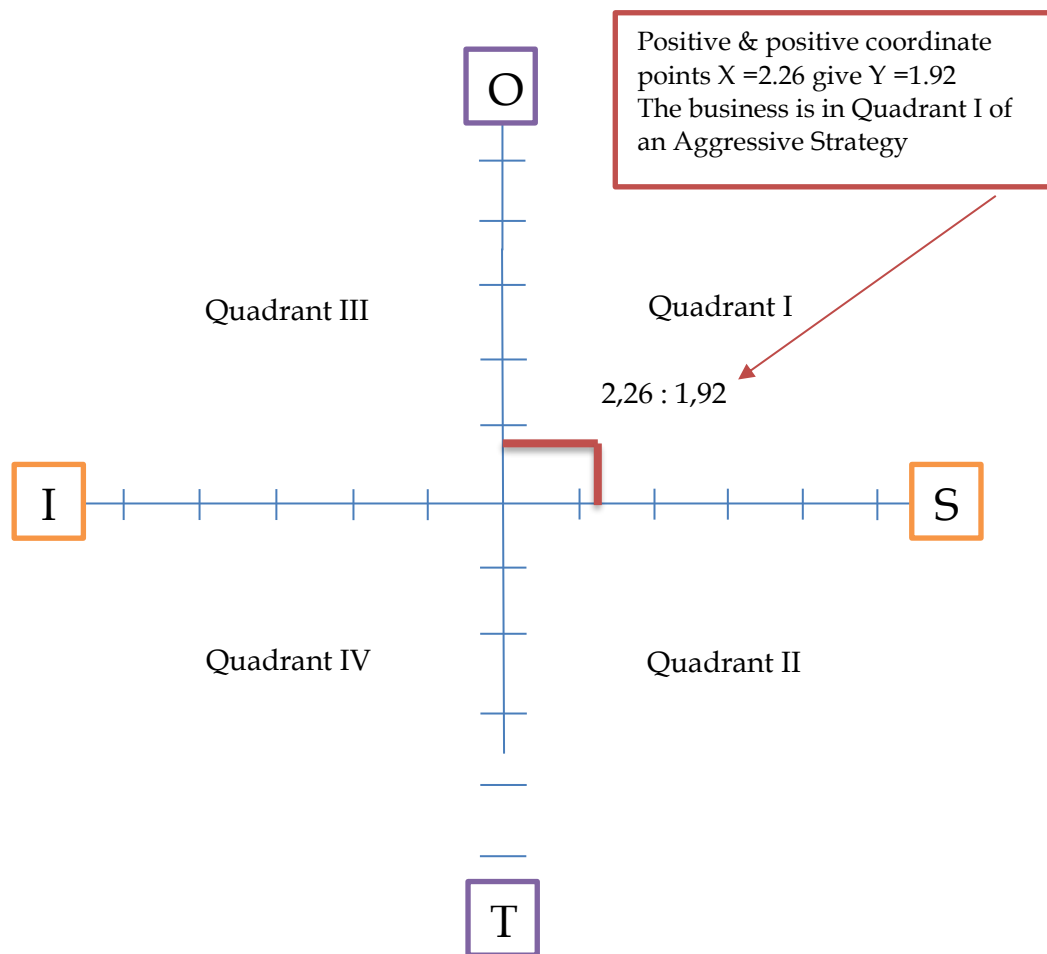
|                  |      |
|------------------|------|
| Total Power      | 8,42 |
| Total Weaknesses | 5,98 |
| Total Odds       | 8,62 |
| Total Threat     | 6,70 |

### 3.3. Ordinate Internal Analysis

$$(\text{total strength} - \text{total weakness} = 8.42 - 5.98 = 2.26 \text{ (X)})$$

### 3.4. Ordinate External Analysis

$$(\text{total odds} - \text{Total threat} = 8.62 - 6.70 = 1.92 \text{ (Y)})$$



**Figure 1.** Ordinate Position of vocational schools in Cikande Sub district

From the coordinates above, it can be concluded that vocational schools in Cikande Subdistrict are in quadrant 1, namely Aggressive or Primal.

### 3.5. Strategic Issues

Faced with the problems of an increasingly competitive era, the installation of educational services in certain areas is considered essential for future policy planning and strategic plans to improve something related to the quality of education. Of course, the quality of education is felt given the challenges that plague the educational environment. To accelerate the success of the school, the principal must innovate, helped by the following hot topics in vocational education that are closely related to the Director General of Vocational:

- Teaching factory
- Business Partnership and Industrial World
- Free Learning Program
- National Assessment

### 3.6. The vision and mission of the school to be adapted

Strategic formulation in research is a method of long-term innovation planning to provide managers who are effective in the face of environmental analysis, which contains the vision, mission, and objectives of the company or institution in formulating strategies and policies (Wheelen and Hunger, 2012: 65).

#### 1. Vision Overview of Vocational Schools in Cikande District that are relevant

**"Being a character-driven, ecologically conscious, professional, and entrepreneurial vocational high school"**

#### 2. Mission

- a. In conjunction with industry, develop learning methodologies and competency-based assessment systems.
- b. Develop superior digital and science-based schools in accordance with free study programs
- c. Build partnerships (link and match) with DU and DI
- d. Improving the quality of education guided by the National Assmen, namely literacy-numeracy programs, character surveys, and learning environment surveys in conjunction with industry, develops learning methodologies and competency-based assessment systems.
- e. In accordance with the free learning program, develop an outstanding school based on digital and science.
- f. Form alliances (connect and match) with DU and DI.
- g. Improved quality of education, especially literacy-counting programs, character assessments, and learning environment surveys, as supervised by the National Assmen.

### 3.7. Implementation of Risks and Potential Problems

| No | Constraints                                                                                         | Potential Issues                                                                                     | Solution                                                                                                           | Implementation                                                                |
|----|-----------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------|
| 1  | Develop excellent schools based on digital and science in accordance with the free learning program | The costs that can be provided from the education office can still meet the availability or superior | The education department should more actively budget the cost of digital-based flagship schools to the ministry of | Make proposals or budgets that can be responsible by the education department |

|   |                                                                                                                                                    | digital-based school supplies.                                                          | education.                                                                                                             |                                                                                                                           |
|---|----------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|
| 2 | Improving the quality of education guided by the national Assmen, namely literacy-numeracy programs, character surveys, and environmental surveys. | Learning online that causes assessment of the assemen is not perfect or difficult to do | Immediately vaccinate all students in the school. So that the school can be done face-to-face at least 2 times a week. | Focusing vaccination in the field of education so that the learning process and national assemen program can run smoothly |

## IV. Conclusion

Vocational schools in Cikande Sub district are still able to build an aggressive quadrant 1 position by evaluating SWOT and paying attention to existing educational difficulties. Current visions and objectives are substantially supported by the policies and policies implemented. However, we cannot deny that pandemics like this still have shortcomings in managing cash budgets and online learning, which are macro issues in the field of education.

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