

Strategic Planning for the Parenting Program at the Pembina Lintau Buo Kindergarten

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Abstract

Parenting programs in Kindergarten (TK) have a very important role in supporting children's development, both socially, emotionally and academically. This research aims to design an effective parenting program strategy at the Pembina Lintau Buo State Kindergarten. Through a qualitative approach, this research involved interviews, observation and documentation. The subjects in this research involved school principals, teachers and parents to gain a comprehensive perspective regarding parents' needs and hopes for their children's education. The research results show that planning and implementing a good parenting program can have a positive impact on parents and children, namely improving the quality of students' understanding in learning by involving parents' participation through parenting learning programs. The parenting programs implemented are: Parent gatherings, elementary classes, seminars on early childhood education, training/workshops, and home visits. Strategic planning in managing early childhood education can be carried out through steps such as situation analysis, formulating a vision and mission, identifying goals, setting targets, creating work plans and evaluations.

Keywords: *Strategic planning, parenting programs, early childhood education*

INTRODUCTION

Education plays an important role because it helps individuals and society develop holistically. Through education, a person can access the knowledge and skills needed to achieve life goals, improve the quality of life, and contribute positively to society.

With education, a generation will be born intelligent, creative and highly competitive. An educated generation will also be better able to think critically, solve problems and make wise decisions.

Based on this explanation, it shows that a good education system will have a positive impact on the next generation in this country and that country. Thus, the aim of education is to increase individual potential and improve their attitudes and behavior. The formation of human resources requires educational interactions in which teachers and students carry out learning activities. This shows that schools, official institutions

managed by the community and government, provide opportunities for students to deepen their knowledge. and is a place to create the next generation.

School is very important for education because it affects children. By using schools, the government educates its people to become experts who can use students' talents and fields to benefit themselves and their country (Purnomo & Kunci, 2021). A school has various important components that support each other to create an effective and harmonious learning environment. The main components in the school include; students, teachers, employees, and administrators. Through school, students not only gain academic knowledge, but are also equipped with the basic's early childhood education programs.

Early Childhood Education (PAUD) is a very important learning phase in a child's life, which takes place at any age 0 to 6 years. During this period, children experience very

rapid development in various aspects, including physical, cognitive, emotional, social and language. PAUD provides opportunities for children to receive learning appropriate to their developmental stage, which becomes the basis for future learning. Wahyuni (2022), golden era or golden era is a more general term for this period. According to Wijaya (2018), early childhood education institutions is one type of educational institution that has a crucial role in meeting basic educational needs in the early stages of a child's development. PAUD is responsible for providing a strong foundation for children's growth and development from an early age, which in turn will contribute to the realization of Generation Golden Indonesia 2045. Early Childhood Education (PAUD) is the best place for children to start their growth and development (Suryani & Seto, 2020).

Good strategic planning must also consider aspects of the curriculum and teaching methods used. The use of varied and innovative methods can increase children's interest and involvement in learning (Santoso, 2022). Therefore, it is important for educators at the Pembina Lintau Buo State Kindergarten to develop a curriculum that is flexible and responsive to children's needs, as well as training teachers to implement methods that suit their characteristics. In addition, strategic planning must consider the characteristics and needs of children as well as the socio-cultural context of the local community. Research shows that relevant and interesting educational programs can increase children's learning motivation (Suhardi, 2020). In this context, educators at the Pembina Lintau Buo State Kindergarten need to formulate a curriculum that not only meets educational standards, but also suits children's interests and needs, so that children feel motivated to learn.

Parental and community involvement is also an important factor in the success of

educational programs in kindergarten. By involving parents in the process of planning and implementing the program, it is hoped that a supportive environment will be created for children to learn and develop optimally. Therefore, the Pembina Lintau Buo State Kindergarten needs to develop a mechanism to increase parental involvement in children's education quite significantly. Many parents feel they lack knowledge and skills in educating their children, so they are often not actively involved in the education process. Therefore, a strategically designed parenting program is needed to increase parents' understanding and involvement in their children's education. An effective parenting program must be based on the real needs of parents and children. Dunst and Dempsey (2022) emphasize the importance of a family-based approach to education, which can improve children's learning outcomes. By involving parents in the educational process, they can better understand how to support their child's development at home. This program should also include training and seminars that provide parents with the information and skills necessary to educate their children, so that they can play a more active role in their children's education. One approach to parenting that is widely discussed is parenting based on parental involvement.

This research aims to design effective parenting program strategies by involving all stakeholders, including teachers, parents and the community. Through a participatory approach, it is hoped that this program can increase parental involvement in their children's education and support children's social and emotional development. The implementation of parenting programs must also be accompanied by regular evaluations to measure the effectiveness of the program. Good monitoring and evaluation will help in improving the program in the future, so that it can continue to meet the needs of parents

and children (Christenson & Sheridan, 2022). The follow-up to this program also needs to be considered so that parents remain involved in their child's education even though the official program has finished. This program not only aims to increase parental involvement, but also to create an environment that supports children's optimal development. By focusing attention on the needs of parents and children, it is hoped that this program can create strong synergy between families and schools and also improve the quality of children's education at the Pembina Lintau Buo State Kindergarten.

METHOD

This research was conducted at the Pembina Lintau Buo State Kindergarten, Batusangkar City. This type of research uses a case study approach to investigate in depth specific phenomena or events, be they individuals, groups, organizations, or certain situations, in the context of a certain time and place. The main aim of a case study is to gain a more detailed and comprehensive understanding of a problem or phenomenon being researched. The data obtained in this research used three techniques, namely (1) interviews, (2) observation and (3) documentation studies with research subjects of 1 school principal, 2 teachers and 2 parents. The data analysis technique used in this research is using the Miles and Huberman model technique which consists of three main stages. First, data reduction is the process of selecting, simplifying, abstracting, and transforming raw data obtained during data collection to make it more focused and relevant to the research question. In this stage, researchers will eliminate irrelevant or excessive data, as well as organize more important information. Second, presentation of data is the stage where the researcher arranges the reduced data in a more organized and easier to understand form, finally, drawing conclusions or verification at this

stage, researchers begin to draw conclusions from the data that has been processed and analyzed. These three stages work interactively and can take place in various orders during the research process.

RESULTS AND DISCUSSION

3.1 Strategic planning

A. Definition of strategic planning

Strategic planning is the process of formulating systematic and structured steps or action plans to achieve the long-term goals of an organization or individual. In an organizational context, strategic planning aims to determine the right direction and focus in managing resources, exploiting opportunities, and overcoming existing challenges or threats. Strategic planning is also the process of determining organizational goals and allocating resources to support various parts of the organization (Ramli, 2017). Strategic planning refers to the process used by organizations to formulate and implement long-term strategies in order to achieve their goals and vision. This planning aims to provide clear direction for the entire organization, optimize resources, and identify the steps necessary to compete in the market or achieve other goals.

Strategic planning includes a series of steps or stages designed to help an organization formulate, implement and evaluate strategies in order to achieve its long-term goals. The strategic planning process usually involves several important components that are interrelated.

Educational planning is a systematic process of designing and organizing resources, activities, and

policies to achieve desired educational goals within a certain time period. This planning covers various aspects related to the management of the education system, from curriculum development, resource selection, to evaluating educational outcomes. The main goal of educational planning is to create quality, relevant and beneficial learning experiences for students, as well as ensuring the achievement of broader educational goals in society.

B. Steps in Strategic Planning

Drafting process educational strategic plan generally carried out in three main stages, namely initial planning, preparation of strategic plans, And implementation and evaluation. Each stage has a very important role in ensuring that the strategic plan can be implemented effectively and successfully achieve the desired educational goals. The steps in preparing the Strategic Plan:

- a. Analyzing the Situation
Evaluate the internal and external conditions of educational institutions to determine challenges, successes, strengths, weaknesses, required resources, and community expectations for education.
- b. Formulation of Vision and Mission
Good vision is a clear, inspiring, and easy-to-understand picture of the future that directs an organization or individual toward long-term goals. A vision that can provide clear direction and motivate all parties involved to work towards a common goal. However, a mission is a brief statement of an organization's goals. It should be clear and concise,

explaining the organization's goals and the strategy for achieving them. However, a mission is a statement that focuses more on the actions and practical steps taken by an organization to achieve its goals. The mission provides the foundation for daily operations and provides direction for how the organization will realize its vision and values.

- c. Identifying Goals
Identifying goals is an important step in the planning process that provides direction and focus for an organization or individual. By using smart principles and paying attention to priorities, context, and stakeholder involvement, good goals can help achieve desired results efficiently and effectively.
- d. Setting Targets (Objectives)
Goals are an important part of achieving goals. If an organization has goals, they may simply pass without achieving them. Goals become a way to achieve goals and complete tasks. In effect, goals are who helps you achieve them.
- e. Make a Work Plan
Making a work plan is an important step in achieving the set goals. A good work plan will help detail the steps that need to be taken, set time, and allocate resources effectively to achieve these goals.
- f. Evaluation
Assess the success of plan implementation as feedback to revise and make adjustments for the next plan period.

3.2 Parenting Concept

A. Definition of Parenting

Parenting is the process of guiding, nurturing and educating children from birth to adulthood, with the aim of helping them grow into healthy, happy and positive individuals. This process covers all aspects of a child's life, whether physical, emotional, social or intellectual, and forms character and moral values that will guide them in life. Parenting involves a variety of approaches, techniques and strategies that can vary from one family to another, depending on the child's culture, values and needs. Meanwhile, parenting programs are non-formal activities designed to harmonize education and childcare activities between at home and in play groups (Harahap, 2009). These programs usually focus on providing knowledge, skills and support for parents in facing parenting challenges, as well as helping them understand their child's physical, emotional, social and cognitive development. The aim of the parenting program is to create a healthy, positive and supportive environment for children's development, as well as strengthening the relationship between parents and children in various aspects of life.

B. Forms of Parenting Activities

The forms of parenting or childcare activities can vary according to the child's age, family needs, and the values applied by parents. However, in general, parenting activities can be divided into the following categories:

1. Emotional parenting

Emotional care can take the form of giving love, listening and talking to the child, giving full attention.

2. Education and learning
In activity the teaching and learning process activities include teaching life skills, encouraging learning, participating in educational activities.
3. Formation of character and values
Instilling moral values, providing a good example, encouraging a sense of responsibility in children.
4. Discipline and regulation of behavior
Apply consistent rules, provide educational consequences, praise and positive reinforcement.
5. Social activities and interactions
Encourage interaction with peers, teach social skills by teaching children how to communicate with other people well and teach them to speak politely and resolve conflicts.

C. Benefits of Parenting

Parenting activities can be beneficial for all parties, including parents, children and the general public. There are several benefits from this program: (1) improving parents' parenting skills, (2) better understanding of child development, (3) improving the quality of parent-child relationships, (4) reducing stress on parents, (5) improve children's emotional well-being and (6) support children's learning and cognitive development, (7) increase children's ability to face social and emotional challenges (8) optimize children's physical development (9) increase cooperation between family and

school, and (10) improve parental self-confidence.

D. Types of parenting programs

Kindergarten institutions can organize parenting programs for parents with the aim of providing them with the knowledge necessary to care for and educate their children in a family environment. Some parenting programs that can be organized by kindergarten institutions include:

- 1) Parents gathering refers to activities or meetings held by the school for parents with the aim of providing support, education and sharing knowledge regarding how to educate and care for children. These programs typically involve a variety of sessions designed to help parents better understand their role in their child's development as well as strengthen effective parenting skills.
- 2) Basic classes, or often called introductory sessions, are the initial or basic part of a program that aims to provide parents with a fundamental understanding of childcare. This basic class provides basic knowledge about child development, parenting challenges, as well as basic skills needed to support children's optimal growth and development.
- 3) Seminars, usually organized by schools, educational institutions, social organizations, with the aim of helping parents understand the challenges and needs of their children in various aspects of life.
- 4) Training or workshop, this activity is designed to increase the knowledge, skills and understanding of educators,

education staff and parents about the importance of child development at an early age. This activity aims to provide insight into theory and best practices in designing and implementing educational programs.

- 5) Home visits are one method used to provide direct support to parents in caring for their children. These visits are carried out by professionals, such as counselors, social workers, or parenting program facilitators, who visit parents' homes to provide assistance, guidance, or education regarding parenting in everyday contexts.

E. Parental Participation in Learning Strategies

Participation refers to the process or act of taking part in a particular activity or process, be it in a social, political, educational or other activity context. Participation implies active involvement, where individuals or groups contribute, provide opinions, or are involved in decision making and implementation of an activity or program.

In the context of a parenting program, parental participation can include various forms of involvement in supporting the child's parenting and development process. For example, parents who participate in parenting programs will be more involved in educating their children, attending parenting seminars or meetings, and interacting with professionals to understand and practice better parenting techniques. According to Nasri (2020),

special participation for older students or their children includes more than just physical involvement, it also includes emotional participation and mental. In this context, participation does not only focus on someone's presence in an activity or meeting, but rather on their level of involvement in the learning process or parenting deeply. Parents are the first and most important teachers for children, because in this case the role of parents in educating and forming children's character is very fundamental and ongoing. Parents not only function as caregivers, but also as primary educators who have a major influence on children's physical, emotional, social and intellectual development. Even before children enter a formal educational environment such as school, parents have become the main source of learning and examples for their children.

With cooperation and participation of parents in learning, students gain great benefits related not only to increased academic achievement, but also to the development of their character, social and emotional skills. Parents who actively support the learning process create a supportive environment for children to grow into individuals who are confident, responsible, and able to face life's challenges well. Parental participation in strategy Learning is crucial in helping children reach their maximum potential. With active involvement, parents can strengthen learning at school and create conditions that support children's overall development, both academically and emotionally. Good collaboration between

parents and schools is very important to ensure children get the best education.

CONCLUSION

There are 3 main stages in the process of preparing an educational strategic plan: initial planning, preparation of strategic plans, And implementation and evaluation. The parenting program planning at the Pembina Lintau Buo Kindergarten serves to direct educational programs towards its vision and mission. By planning a good parenting program in early childhood education, it can have a positive impact on parents and children, which can increase children's understanding of learning by involving the role of parents through parenting learning programs and by formulating a curriculum that is in accordance with Children's interests and needs can motivate children to learn. The parenting programs implemented are: parent gatherings, basic classes, seminars, training/workshops, and home visits. The steps in strategic planning in kindergarten start from situation analysis, formulating vision and mission, identifying goals, setting targets, making work plans and evaluations.

SUGGESTION

Teachers who act as facilitators and partners with parents in creating an environment that supports children's development are expected to maintain good communication with parents and provide practical parenting tips to create opportunities for parental involvement. School principals have a huge responsibility in ensuring success in program parenting at school. By building open communication, educating parents, providing ongoing support, and creating opportunities for parent involvement, school principals can create an environment that supports children's holistic growth and development. A successful parenting program will contribute to creating synergy between families, schools and

communities, which in turn will improve the quality of education and children's welfare.

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