



QUALITY ASSURANCE SYSTEM OF PESANTREN AS BRANDING IN THE ERA SOCIETY 5.0 ERA

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Abstract

This research aims to find a model of pesantren quality assurance system that impacts improving branding in the era of society 5.0. The research method used is a qualitative approach with a case study type with an interactive analysis of three models. The research results show that in the era of society 5.0, pesantren as educational institutions require branding using a quality assurance system like non-pesantren educational institutions because the current academic competition does not only rely on the unique characteristics that characterize pesantren but also builds a quality assurance system so that quality targets are achieved. According to or exceeding national education standards, it can be measured, as is done by the Pesantren Darussalam Blokagung Banyuwangi, which is a model for Islamic educational institutions that focus on improving quality as innovation and capital to compete at national and international levels.

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INTRODUCTION

Pesantren is an indigenous Indonesian educational institution with an independent character, and its existence maintains high moral education. Facing the Era of Society 5.0, pesantren, like non-pesantren educational institutions, are trying to improve their quality by adapting to educational systems, methods, and learning media that are friendly to developments in educational technology, including digital media. Of course, this does not happen immediately. The role of *Kai* as leaders of pesantren is enormous in making decisions so that pesantren schools develop because development is

part of change, which is inevitable. Development must be supported by those who have authority and start from now.

There are many ways to innovate to realize the development of pesantren with a focus on quality and the characteristics that become their identity. Among them are education with a high moral orientation, stakeholder support, solid human resources supported by visionary leadership, focus on service users (especially students), and a balanced and challenging curriculum (Sallis, 2014). As is known, pesantren have the opportunity to develop with the recognition that pesantren are Islamic educational institutions that are oriented towards cultivating high morality, even though they have a hidden curriculum, but pesantren which have an educational concept adhere to *Salafus Salih*, which is substantively defined as continuity and change. It continues to adapt to developments over time and is strong enough to face the era of educational disruption.

The leadership of Kai in Pesantren is critical, considering that Kai is not just a figure but a role model in society as well as a cultural broker who can drive a culture of quality in Pesantrens and the surrounding area. However, of course, the quality of education in pesantren is not only Kai's responsibility. The existence of a quality control team in Pesantrens formed by the Kai is essential, considering that one sign that an educational institution is focused on quality activities is that there is a quality control team that coordinates with all elements of leadership in Pesantrens to drive quality in every field with established quality standards before quality activities are carried out.

Pesantrens are also called centers of excellence in education of high morality in society. For this reason, Pesantrens are recognized as producers of quality human resources, especially in the field of Islamic education, so it is only natural that Pesantrens need to implement Total Quality Quality in their quality assurance system by positioning themselves as successful servants who continuously strive to meet or even exceed the expectations of their service users. This will ultimately lead to dissatisfaction with service users at Pesantrens, so Pesantrens become increasingly popular because service users are brand ambassadors who promote the quality of Pesantrens to the broader community.

Several research results related to the seriousness of Pesantrens in the actualization of quality management as Pesantren branding in the era of society 5.0 include those seen in the Quality Assurance Institution (LPM) movement at Ibrahimy Sukorejo University, Situbondo, which is actively involved in the formulation of the Pesantren's vision and mission, governance organization, work system organization up to targeted milestones so that the quality movement has stages and standards in achieving it. Even though LPM is not the only one and is not the primary person responsible for quality activities in Pesantrens, its presence is essential as a supervisor of quality activities in Pesantrens so that all Pesantren activities are quality controlled, of course, starting with quality planning before activities are carried out, because planning contributes significantly to the success of the activities.

The results of the national seminar of the Institute for Research and Service, Muhammadiyah University of Jember, which were collected in the proceedings, stated that Human Resources is an essential asset in educational organizations, mainly because it contributes to the development of the quality culture that Pesantrens continue to strive for, so HR as an asset in Pesantrens in question is Pesantren managers, especially educators, really know the identity of Pesantrens. This potential can be developed as an identity and used as a competitive edge for Pesantrens (Murdiyanto & Choirin, 2021). Knowing that the most valuable assets in educational institutions are teaching and academic staff, it is time for Pesantren leaders to pay serious attention to them and continue to improve their competence to realize improvements in the quality of Pesantrens.

The International Standard Organization (ISO) is an international organization administrative certification body, which is currently an offer for Pesantrens to be used as external quality assurance. Of course, this can be realized if the Internal Quality Assurance System has been implemented well. As the results of research conducted at the al-Hidayah Tanggulangin Sidoarjo Pesantren (Am, Mardiyah, and Shidiq 2023) stated that it is time for the *diniyah* madrasah, which is a typical educational institution as the identity of the Pesantren to implement a quality assurance system because the *diniyah* education that takes place at the madrasah The majority are managed by Pesantrens with the primary orientation of high moral education using polar reference sources, very appropriate administration and management implementing the 8 ISO standard quality principles so that the competitiveness of early education is not only at the national level but even internationally.

Based on the explanation above, this research aims to find a model of the Pesantren quality assurance system that impacts increasing branding in the era of society 5.0. This is based on researchers who feel it is essential to conduct research at the Pesantren Darussalam Blokagung, which until now has made Madrasah Diniyah the branding of Pesantren education amid competition for educational institutions in the era of disruption by managing Mdarash Diniyah Takmiliah, Mujadi and Ma'had Aly which are religious higher education institutions, apart from continuing to innovate in managed educational institutions starting from Early Childhood Education, Elementary Schools, Middle Schools, Universities which use the tagline of Pesantren-based campuses. So, they maintain their identity amid the transformation of institutional quality facing global competition.

METHOD

This field research uses a qualitative approach with a case study type. The research location at the Pesantren Darussalam Blokagung Banyuwangi is a Pesantren that is committed to carrying out quality activities oriented towards realizing innovative and competitive institutional transformation with a quality assurance system as its branding. Data collection uses in-depth interviews, participant observation, and documentation. Triangulation is used to check the

validity of the data, while the analysis uses three interactive models: data reduction, data presentation, and conclusion.

RESULTS AND DISCUSSION

Organization, Policy, and Process of Pesantren Quality Activities

The Quality Control Team (TPM) of the Pesantren Darussalam Blokagung was formed by the Head of the education and teaching sector who organizes the education unit) Both specifically deal with religious education, namely madrasah *diniyah* from the *Ula, Wustha, Ulya to Ma'had Aly* levels, and non-religious education from children's early education to higher education.

TPM consists of educational planning, educational controller, SPMI (Internal Quality Assurance System), and SPME (External Quality Assurance System) fields. These four fields are entrusted to Mr. Anas Saeroji, Mr. Masyrofi, Mr. Ahmad Saiful, and Mr. Ahmad Muzaki ([Interview results with KH. Abdul Kholiq Syafa'at, Head of Education and Teaching, 2023](#)).

TPM has excellent authority in the Pesantren education quality movement because the Head of Education and Teaching coordinates it directly. The freedom to build communication with internal and external stakeholders is also part of the stimulus. TPM can improve the quality culture in Pesantrens, even though the field of work is relatively large. However, TPM remains enthusiastic about collaborating with educational units to form a Quality Control Group or GPM.

In every Pesantren, a quality organization, whatever its name is, is essential to coordinate quality activities. Even though the responsibility for quality activities does not lie entirely with the quality organization, the existence of a quality organization in the Pesantren is a sign that the Pesantren's activities focus on implementing quality management as well as the results of research into the existence of the Institute. Quality Assurer at the Salafiyah Syafi'iyah Pesantren, Sukorejo, Situbondo, who has contributed significantly to the achievement of quality targets which are symbolically visible in the vision of the Pesantren and the transformation of educational institutions which are managed using good quality management.

There are five quality pillars that Pesantrens needs to pay attention to in implementing their quality activities: focusing on customers, total involvement of internal and external stakeholders, having quality standards, having a quality commitment, and being ready to make quality improvements or innovations ([Arcaro, 2007](#)). These five pillars will undoubtedly be easily achieved if Pesantren has a quality organization like Pesantren Darussalam Blokagung. However, in the existence of a quality organization in Pesantrens, of course, there must be a role for Kiai as leaders of Pesantrens to form, provide facilities, give permission to strengthen human resource competencies to improve quality through mentoring, workshops, training, and further studies and benchmarking. As has been done by the Head of the education and

teaching division of the Pesantren Darussalam Blokagung in the quality assurance team, the team's motivation to drive quality continues to increase.



Figure 1. Benchmarking to Madrasah Muallimin Muallimat Bahrul Ulum Jombang

In the picture, the Head of the Pesantren Division, Kiai Aly Asyiqin, as the benchmarking leader of the Quality Control Team for the Pesantren Darussalam Blokagung, handed over merchandise to the leadership of Madrasah Muallimin Muallimat Pesantren Bahrul Ulum Jombang. On this occasion, Kiai Ali Asyiqin brought four areas of TPM from the leadership of the Pesantren Darussalam Blokagung and the leadership of Madrasah Diniyah al-Amiriyyah Blokagung. The aim of benchmarking the madrasas is to conduct insight studies and find out directly about the implementation of quality management at these madrasas whose alums are recognized as equivalent to junior and senior high school graduates.

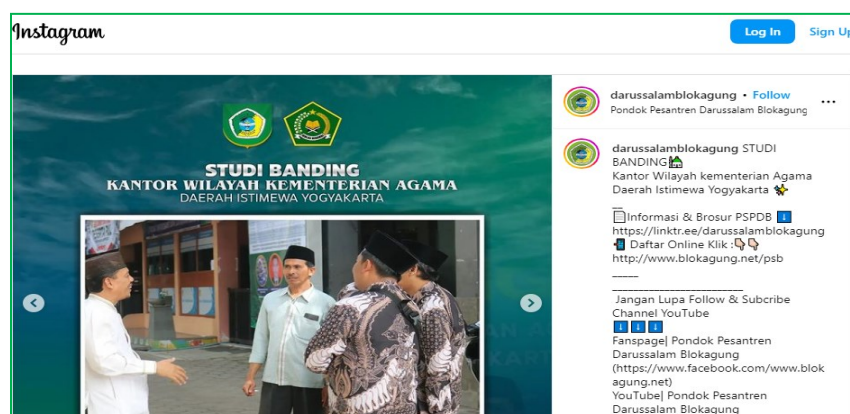


Figure 2. Kiai Ali Asyiqin Kabid. Pesantren & Mr. Anas Saeroji, The field of quality planning, welcomed the Yogyakarta Yogyakarta Regional Office of the Ministry of Religion

In this picture, the collaboration between the heads of the Pesantren division and the quality planning field of the Quality Control Team (TPM) of the Pesantren Darussalam Blokagung looks very good in welcoming guests from the regional office of the Ministry of Religion of the Special Region of Yogyakarta while conducting a comparative study on the quality development of Islamic educational institutions. This collaboration shows that TPM is not the only person responsible for quality. Still, other parties also contribute to quality activities in Pesantrens. However, TPM remains the quality control coordinator, and Madrasah Diniyah, which is the identity of Pesantrens, needs to continue to improve its quality.

The quality policy in Pesantrens is not too far from the quality policy of education in general. It just emphasizes the characteristics of Pesantrens, including education oriented towards high morals. One of the policies that support the quality of education typical of the Pesantren Darussalam Blokagung is the obligation of students to take and complete the *diniyah* education at the *Diniyah* Madrasah. At the same time, they are students. On the other hand, students are allowed to choose educational units according to their interests with a duration of 60% of the *diniyah* education using the *Salaf as-Shalih* style education system, namely *mauidhah hasanah*, *uswatun hasanah* and *da'awatun hasanah*.

It is not enough that the students are provided with *diniyah* education in the madrasah *diniyah* classes. Still, they are also given examples of speech and behavior when they live in the dormitory around the Kai's house. They are prayed for in the Kiai's *munajat* with the students during congregational prayers and evening prayers so that they have good morals and gain helpful knowledge and blessings. (Results of an interview with Mr. Anas Saeroji, quality planning sector, 2023).

When registering, students of the Pesantren Darussalam Blokagung, both resident and non-resident, sign a stamped agreement stating that they are willing to comply with the boarding school's regulations. This agreement is marked not only by the prospective students but also by the student's guardians. This is necessary as a condition that rules can form a good personality provided there is compliance and is supported by a good environment. This agreement is part of the quality policy established by the Pesantren leadership, which all students implement.

Another quality policy is that students who violate Pesantren regulations and receive sanctions from being expelled from the Pesantren must also be automatically removed from *Madrasah Diniyah* or other educational units that are their alma mater. This is based on the quality policy for the orientation of Pesantren education, which makes Islamic education the spirit of the Pesantren and the identity of the students.

The process of quality activities is not carried out alone by the TPM, as is the obligation of students to fulfill the pre-requisites before transfer, namely the Al-Qur'an reading test for

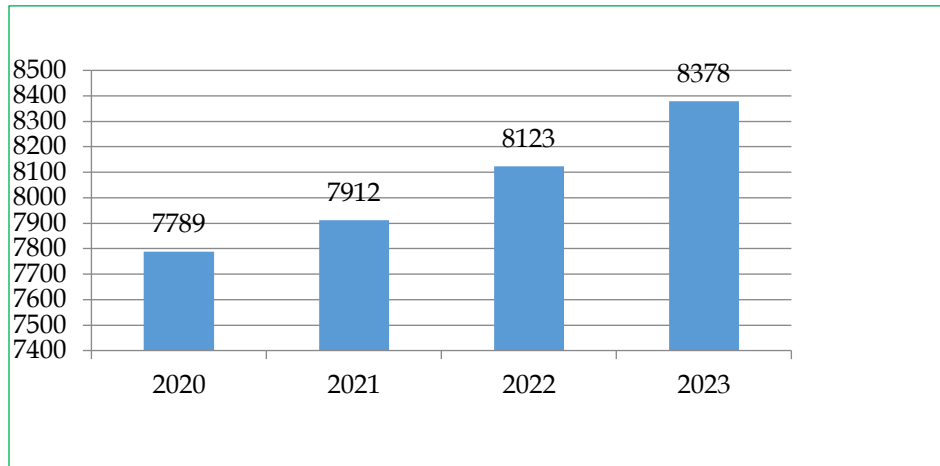
Pesantren leaders, book reading test for *Madrasah Diniyah* leaders, have no problems with the field of security and order, have passed training. The boarding school administrators held the pre-wedding, and the administration has been paid to the financial bureau to get an alum card, which can be picked up at the TPM office of the Pesantren Darussalam, Blokagung. ([Results of an interview with Mr. Anas Saeroji, quality planning sector, 2023](#)).

The existence of a Pesantren quality organization, the realization of Pesantren quality policies, and the empowerment of Pesantren quality activity processes are a series of Pesantren Internal Quality Assurance Systems (SPMI) as defined in the Pesantren SPMI ([Istikomah, Churahman, and Haryanto, 2021](#)). So Pesantren organizations, whether in the form of TPM or LPM, are not enough without a Pesantren quality policy, and it would be perfect if a quality activity process were also carried out based on an agreed Pesantren quality policy or a regulation or order from the Kiai as the central leader in the Pesantren.

Impact of the Pesantren Quality Movement

Based on observation at the Pesantren Darussalam, Blokagung Banyuwangi, the impact of the quality movement in Pesantrens was strengthening a well-organized quality culture in implementing quality management typical of Pesantrens. Currently, the Pesantren Darussalam Blokagung manages 15 educational units. Although the control is autonomous, the hierarchy of the education system remains under the coordination of the education and teaching sectors.

The orientation of quality management in Pesantrens, as in non-Pesantren educational institutions, is essentially promotion in addition to a quality culture and an academic climate supporting educational goals. TPM contributes significantly to the orderliness of quality activities, starting from early education and *non-diniyah* education at Pesantrens ([Maskuri, 2019](#)), as is the case at the Pesantren Darussalam Blokagung, starting from planning, activity processes to controlling quality activities all with good coordination between TPM and internal and external stakeholders. The peak is the increasing trust of service users in the Pesantren Darussalam Blokagung, where the number of students continues to increase yearly.



Source: Documentation of the Pesantren Darussalam, Blokagung, 2023

Figure 3. Total of Students of Number of Students

Figure 3 shows a trend of increasing students at the Pesantren Darussalam Blokagung, which grows yearly to around 150-200 students, even during the pandemic from 2020 to 2022. The trust of graduate users in educational services is one of the challenging tasks carried out by TPM together with all academic units by continuing to improve the quality of their activities and publicizing these activities, including the achievements of their students on the official social media accounts of Pesantren Darussalam Blokagung as well as educational units. In fact, not only does the Pesantren Darussalam Blokagung have a media team called Multi Media Darussalam (MMD) with quite complete facilities, but every educational unit has a media team that shares activities, information, and even the achievements of its students.



Figure 4. Appearance of the Pesantren Darussalam Blokagung website

The Pesantren Darussalam Blokagung website is connected to all official social media accounts from YouTube, Facebook, TikTok, Twitter, and Instagram, containing educational news, information, activities, and achievements. It is connected to the new student registration system. Each social media account is managed professionally and continues to build networks with the websites of all educational units and official social media accounts collected. The management and reporting of these accounts are under the coordination of the Head of communications and publications at the Pesantren Darussalam Blokagung, which is also part of the field that collaborates with TPM to improve its quality because media is the Pesantren's showcase for society in the era of society 5.0.

Quality Assurance System as Pesantren Branding

The culture of quality that is realized through the implementation of Pesantren's Internal Quality Assurance System (SPMI) continues to be driven by Pesantren leaders as a response to the challenges of transforming early education in the Society 5.0 era. At the Pesantren Darussalam Blokagung, the Quality Control Team (TPM) plays a significant role under the coordination of the Head of education and teaching funds. Among the quality culture of the Pesantren Darussalam Blokagung in the implementation of quality management at the Diniyah Madrasah is the existence of well-institutionalized Diniyah education through selective input for students who want to enter superior classes, as well as the Muadalah class which has a full scholarship, as well as students who have a full scholarship at *Ma'had Aly*.

Ma'had Aly is an Islamic higher education with a concentration on Sufism and Tariqatuhu, following the scientific field of the founder of the Pesantren and the primary competency of the Pesantren Darussalam Blokagung which produces prospective Sufism Kiai and ulama who are good at worship and do good deeds. ([Results of an interview with Kiai Abdul Kholiq Syafa'at, Head of Education and Teaching, 2023](#)).

Colossal Recital, which is a form of memorizing *nadham* lesson activities, is also a unique part of the findings from observations, as well as *khatmil Qur'an*, *khatmil* several books which are a reference source, the development of a culture of translating books and composing texts as well as finding *Ihfadz* as a new method in mastering grammatical language lessons. Arabic to how to quickly read books is part of what shows the existence of Islamic education at the Pesantren Darussalam Blokagung through transformative adaptation and innovation, which is also balanced with the courage and motivation of the students to take part in competitions at national and international levels.

These findings answer the challenges of Pesantren law number 18 of 2019 as well as concrete evidence that Pesantrens with early education, which become their identity if managed by implementing good quality management, are marked by the realization of an Internal Quality Assurance System (SPMI)

Pesantrens can make good use of the opportunities provided by the government through this law in recognition of Islamic education in Pesantrens as part of helping the government to make the nation's life more intelligent.

On the other hand, Pesantrens prioritizes improving the quality of Islamic education and transforming the non-Diniyah educational institutions they manage to reach peak quality, marked by achieving an A or superior accreditation predicate in madrasas and schools as units. The education it provides, including its higher education institutions, has transformed it into a university of national reputation with the distinction of strong educational integration between Pesantren education and the study programs' competencies. Based on the results of observations, such as the Pesantren Darussalam Blokagung, which on November 23, 2023, launched the transformation of higher education from the Darussalam Islamic Institute (IAIDA) Blokagung to KH Mukhtar Syafa'at University (UIMSya) Blokagung, taking the name of the founder of the Pesantren who is recognized as the leader visionary.



Figure 5. UIMSya Blokagung Launching News on Radar Banyuwangi

In this picture, it can be seen that the Pesantren Darussalam Blokagung continues to strive to increase its existence as an Islamic educational institution that not only prioritizes the management of early education but also non-initial education which it manages up to the tertiary level and even continues to innovate in quality through changing it's from an institute to a university so that this can also increase publicity capital for the government and society as service users and graduate users (Aimah, 2021), that the Pesantren Darussalam

Blokagung continues to strive to improve its quality culture and is ready to compete with nationally reputable Pesantrens as strategy management of Islamic educational institutions whose position is worthy of being taken into account.

This stage also seeks to explain to the government and society that in the era of society 5.0, Pesantrens are ready to take a role by utilizing technology to empower Human Resources as assets that need to continue to be developed to grow and improve the quality of Pesantrens. This is where internal quality assurance branding becomes the mainstay of Pesantrens to compete in an era of educational disruption at national and international levels.

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