

# Leadership Superiority in Increasing the Competitiveness of Educational Institutions: Case Study at SMA N 3 Jambi City

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## ABSTRACT

This research focuses on factors that constitute strengths, weaknesses, opportunities, and threats in the context of leadership at SMA N 3 Jambi City. In educational management, there is a strategic management, which is able to identify and plan strategies, so that schools can survive and further improve their quality in the future. Therefore, this research will explore how leadership at SMA N 3 Jambi City contributes to increasing school competitiveness. Using the case study method, the research results show that leadership superiority plays a vital role in improving the competitiveness of educational institutions, including SMA N 3 Jambi City.

**Key Words** : Leadership superiority, senior high school, competitiveness

## Introduction

Leadership plays an important role in shaping the competitiveness and success of educational institutions. Leadership is understood as all collective efforts to mobilize all the resources and tools available in an organization (Abidin, et al., 2024). Effective leadership creates a dynamic environment where innovation and continuous improvement are valued, ultimately impacting the quality of education provided.

The quality of education is the main key to creating quality and competitive human resources. Therefore, increasing the competitiveness of educational institutions is very important to ensure the achievement of quality education goals. One factor that significantly influences the competitiveness of an educational institution is leadership superiority. Superiority is a person's attitude that is motivated by the desire to achieve perfection in every aspect of life.

Therefore, it is necessary to carry out in-depth research to identify the factors that constitute strengths, weaknesses, opportunities and threats in the context of leadership at SMA N 3 Jambi City. In this

way, opportunities will open up to design effective strategies in increasing the leadership superiority and competitiveness of educational institutions. With a deep understanding of the dynamics of leadership and competitiveness of educational institutions, it is hoped that this research can make a real contribution to efforts to improve the quality of education in SMA N 3 Jambi City as well as being a useful reference for other educational institutions in facing similar challenges.

## Methods

This research used a qualitative approach and case studies as the main method to gain an in-depth understanding of the leadership superiority and competitiveness of educational institutions at SMA N 3 Jambi City.

Quoting John W. Creswell (1998), Assyakurrohim et al concluded that case studies are research in which researchers explore a particular phenomenon (case) at a certain time and activity (program, event, process, institution or social group) and collect detailed and in-depth information. by using various data collection procedures over a certain period.

**Research Approach** The approach used is a descriptive-analytical approach, with a

focus on SWOT analysis to identify strengths, weaknesses, opportunities and threats that influence leadership superiority in the context of increasing the competitiveness of educational institutions.

Interviews, observations and document studies will be carried out sequentially to obtain comprehensive data. Next, qualitative data will be analyzed based on the analysis findings. The data obtained will be interpreted to produce an in-depth understanding of the leadership superiority and competitiveness of educational institutions at SMA N 3 Jambi City.

## **Results and Discussion**

### **A. The main leadership strengths possessed by the leadership of SMA N 3 Jambi City**

The research results show that there are several main leadership strengths possessed by the leadership of SMA N 3 Jambi City which contribute significantly to improving the quality of education and school reputation. Here are some of the key strengths identified:

1. **Vision and Transformational Leadership:** The leadership of SMA N 3 Jambi City demonstrated the ability to formulate a clear vision and inspire the entire school community to move towards a common goal. The transformational leadership demonstrated by the leadership leads to the development of a school culture that is inclusive, full of enthusiasm and results-oriented.
2. **Involvement and Effective Communication:** Leadership is actively involved in the daily activities of the school and builds good relationships with staff, students and parents. They use effective communication to convey the school's vision, goals and expectations to all members of the

educational community, thereby building high levels of trust and engagement.

3. **Staff Professional Development:** The leadership of SMA N 3 Jambi City pays great attention to the professional development of teaching staff. They provide the necessary training, support and resources to help staff improve their skills and knowledge in teaching and learning.
4. **Collaboration and Empowerment:** Leadership encourages collaboration among staff and empowers them to take initiative in improving the quality of education. They create a supportive work environment and give staff confidence to participate in decision making related to the learning process and development of school programs

In conclusion, this research has identified several key leadership strengths at SMA N 3 Jambi City that significantly contribute to the school's quality of education and positive reputation. These strengths include a clear and inspiring vision coupled with transformational leadership, active involvement and effective communication with all stakeholders, a strong commitment to staff professional development, and the fostering of collaboration and empowerment among staff. These findings highlight the importance of these leadership qualities in driving school improvement and suggest that other institutions could benefit from cultivating similar strengths.

### **B. Weaknesses in the implementation of leadership at SMA N 3 Jambi City**

The research results show that there are several weaknesses in the implementation of leadership at SMA N 3

Jambi City, which can affect the quality of education and the school's reputation as a whole. Here are some of the weaknesses identified:

1. **Lack of Financial Resources:** One of the main weaknesses faced by SMA N 3 Jambi City is the lack of financial resources. Limited budgets can hinder a school's ability to provide facilities, equipment, and additional programs needed to improve the quality of education.
2. **Lack of Leadership Support and Training:** Effective leadership requires the right skills and knowledge. However, weaknesses in leadership training and development can hinder leaders' ability to manage change, motivate staff, and design effective strategies.
3. **Lack of Focus on Staff Professional Development:** Although staff professional development is important for improving the quality of teaching and learning, weaknesses in providing support and opportunities for staff development can result in an imbalance in skills and knowledge among teaching staff.
4. **Lack of Performance Evaluation and Feedback:** Irregular performance evaluations or a lack of constructive feedback can hinder leaders' ability to identify staff development needs, address emerging problems, and improve the quality of teaching and learning.
5. **Lack of Parental Involvement:** Parental involvement in the decision-making process and development of school programs is an important element of effective leadership. However, this lack

of involvement can reduce feelings of ownership and support for the school.

These deficiencies, if not addressed, could hamper the ability of SMA N 3 Jambi City to achieve its educational goals and improve the school's reputation. Therefore, there needs to be ongoing efforts to identify, overcome and improve these weaknesses so that schools can move forward towards a better future.

In conclusion, this research has revealed several weaknesses in the leadership implementation at SMA N 3 Jambi City that could negatively impact the quality of education and the school's overall reputation. These weaknesses include limited financial resources, insufficient leadership support and training, a lack of consistent focus on staff professional development, inadequate performance evaluation and feedback mechanisms, and limited parental involvement. These deficiencies, if left unaddressed, pose a significant challenge to the school's ability to achieve its educational goals. Therefore, continuous and focused efforts are crucial to identify, mitigate, and ultimately overcome these weaknesses to ensure a brighter future for SMA N 3 Jambi City.

### **C. Opportunities to improve performance and competitiveness**

The research results show that there are several opportunities available to improve the performance and competitiveness of SMA N 3 Jambi City. By taking advantage of these opportunities, schools can improve the quality of education, enhance their reputation, and become more competitive. Here are some of the opportunities identified:

1. **Human Resource Development:** Training and development of teaching staff is a significant opportunity to improve school performance. By providing quality and relevant training, schools can improve staff skills and knowledge in teaching, evaluation, and classroom management, thereby improving the overall quality of teaching and learning.
2. **Use of Technology in Learning:** The development of information and communication technology (ICT) provides great opportunities for schools to improve the quality of learning. By utilizing software, applications, and online learning platforms, schools can provide learning experiences that are more interactive, engaging, and customized according to student needs.
3. **Increased Student and Parent Involvement:** Increasing student and parent involvement in the educational process can increase support for schools and motivate students to achieve higher academic achievements. By holding meetings, seminars, and other activities that involve students and parents, schools can create stronger, more supportive relationships.
4. **Development of Extracurricular Programs:** Extracurricular programs can be an opportunity to develop students' skills and interests outside the academic curriculum. By providing a variety of interesting and varied extracurricular programs, schools can motivate students to actively participate in activities outside the classroom and develop their potential as a whole.
5. **Improving the Quality of Facilities and Infrastructure:** Investment in developing school facilities and infrastructure, such

as laboratories, libraries and sports facilities, is an opportunity to create a better learning environment and support optimal student development.

By utilizing these opportunities effectively, SMA N 3 Jambi City can improve its performance and competitiveness, provide students with a better educational experience, and achieve higher achievements in the field of education.

In conclusion, this research has identified several key opportunities for SMA N 3 Jambi City to enhance its performance and competitiveness. These include a focus on human resource development through targeted staff training, leveraging technology to create more engaging and personalized learning experiences, increasing student and parent involvement in the educational process, expanding and diversifying extracurricular programs, and investing in the improvement of school facilities and infrastructure. By strategically capitalizing on these opportunities, SMA N 3 Jambi City can significantly improve the quality of education it provides, enhance its reputation, and achieve greater success in the educational landscape.

#### **D. The main threats faced by SMA N 3 Jambi City in the context of changes in the educational environment**

The research results show that SMA N 3 Jambi City faces several main threats in the context of changes in the educational environment, which can affect the institution's competitiveness. However, with the right strategy, leaders can overcome or reduce the negative impact of these threats. Here are the main threats

identified and efforts leaders can take to address them:

1. **Decrease in Education Budget:** One of the main threats faced by SMA N 3 Jambi City is the potential reduction in the education budget from the government. This can result in limited financial resources which can affect the quality of education and the competitiveness of institutions. The school's main budget comes from the BOS Fund, the amount of which is adjusted to the number of students in the school. Efforts that leaders can make are increasing the efficiency of using existing budgets, seeking additional resources through collaboration with external parties, and advocating for school needs to the government and related stakeholders.
2. **Changes in Education Policy:** Frequent changes in education policy can be a threat to the stability and consistency of the education program at SMA N 3 Jambi City. Currently, SMA N 3 Jambi City is in a transition period from changing the K-13 curriculum to the Merdeka curriculum. Such changes may require rapid and effective strategic adjustments. Leaders can reduce the negative impact of policy changes by carefully monitoring educational policy developments, communicating openly with all members of the educational community about the implications of these changes, and designing appropriate adaptation strategies in accordance with new policy directions.
3. **Competition with Other Educational Institutions:** Competition between educational institutions to attract students and obtain resources can be a threat to SMA N 3 Jambi City. This can

result in a decline in student numbers, revenue, and school reputation.

Leaders can overcome this threat by strengthening school differentiation, emphasizing the unique advantages of SMA N 3 Jambi City, increasing school promotion and branding, and providing superior educational services and experiences to students and parents.

In conclusion, this research has highlighted several significant threats facing SMA N 3 Jambi City within the evolving educational landscape. These primary threats include potential decreases in the education budget, frequent changes in education policy (such as the current transition to the Merdeka curriculum), and increasing competition from other educational institutions. These challenges could negatively impact the school's competitiveness and overall success. However, proactive leadership can mitigate these threats. By focusing on strategies such as increasing budget efficiency and seeking alternative funding sources, closely monitoring and adapting to policy changes, and differentiating the school through highlighting its unique strengths and providing superior services, SMA N 3 Jambi City can effectively navigate these challenges and maintain a strong position within the educational community.

### **Conclusion**

In this research, it has been identified that leadership has a very important role in increasing the competitiveness of educational institutions, especially at SMA N 3 Jambi City. By analyzing strengths, weaknesses, opportunities and threats (SWOT) factors, we can understand more deeply how



leadership can contribute to the success of an educational institution.

Through a case study at SMA N 3 Jambi City, we have seen that the success of an educational institution does not only depend on academic excellence alone, but also on the leader's ability to lead, inspire and guide the entire school community towards a shared vision. Leaders who are able to implement effective leadership strategies, such as transformational leadership, instructional leadership, and distributive leadership, will be able to create a dynamic learning environment, support student growth, and improve the overall quality of education.

By understanding the factors that influence leadership and designing appropriate strategies, educational institutions can achieve higher educational goals, make greater contributions to human and societal development, and better prepare to face future challenges. Parents and recitation teachers should provide motivation and instill awareness in children from an early age, that learning the Quran is an obligation that must be carried out by Muslims which is useful for the world and the hereafter. There needs to be control and time management for children.

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