

ABSTRAK

Penelitian ini bertujuan untuk menganalisis praktik layanan prima dan personalisasi layanan di SMA Ignatius Slamet Riyadi Karawang, menganalisis pemahaman Yayasan Salib Suci, para guru, murid dan orang tua murid mengenai nilai keunggulan SMA Ignatius Slamet Riyadi Karawang melalui pengembangan kompetensi kewirausahaan dan pengembangan kecakapan hidup melalui pembelajaran berbasis proyek, menganalisis pendapat ahli mengenai layanan prima dan personalisasi layanan yang ideal pada lembaga pendidikan serta menganalisis layanan prima dan personalisasi layanan yang direkomendasikan untuk SMA Ignatius Slamet Riyadi Karawang. Penelitian ini dilakukan dengan metode kualitatif dengan pendekatan studi kasus. Metode pengumpulan data pada penelitian ini melalui metode wawancara, observasi dan studi dokumen.

Melalui penelitian ini ditemukan bahwa layanan prima dan personalisasi layanan di SMA Ignatius Slamet Riyadi Karawang telah menjadi perhatian khusus dan secara umum telah dilaksanakan dengan baik oleh sekolah, guru dan pegawai. Layanan prima dan personalisasi layanan telah diterima dan dirasakan oleh murid dan orang tua murid. Namun demikian terdapat saran untuk peningkatan kualitas layanan prima dan personalisasi layanan. Dengan jujur harus diakui bahwa praktik-praktik layanan prima dan personalisasi layanan tersebut dilakukan tanpa panduan, tanpa standar pengelolaan yang jelas, tidak terstruktur dan tidak terukur, sehingga berbagai praktik layanan prima dan personalisasi layanan belum terstandar, masih ditemukan variasi layanan prima dan personalisasi layanan antar guru dan pegawai serta masih ditemukan inkonsistensi layanan. Di sisi lain, program keunggulan SMA Ignatius Slamet Riyadi Karawang berupa pengembangan kompetensi kewirausahaan dan pengembangan kecakapan hidup melalui pembelajaran berbasis proyek dinilai secara konsisten sebagai program yang telah memiliki perencanaan yang jelas, terstruktur dan terukur, menghasilkan berbagai kompetensi dan kecakapan hidup seperti berpikir kritis, kreatif, inovatif, problem solving, kolaborasi dan komunikasi serta mengembangkan berbagai karakter seperti rasa percaya diri, sikap mandiri dan bertanggung jawab. Selain itu kedua program ini juga mengembangkan kompetensi teknis berupa kemampuan merancang usaha kecil dalam bentuk proyek, mendisain kemasan secara kreatif, membuat laporan keuangan usaha serta menyusun karya ilmiah. Kedua program tersebut juga dinilai cocok, layak dan relevan untuk terus dikembangkan menjadi program keunggulan dan ciri khas sekolah. Selanjutnya dapat dikatakan bahwa layanan prima dan personalisasi layanan serta program keunggulan sekolah ini masih terkelola secara terpisah-pisah dan belum menjadi kerangka kerja layanan prima dan personalisasi layanan yang utuh dan komprehensif. Situasi ini mengindikasikan adanya kebutuhan SMA Ignatius Slamet Riyadi Karawang untuk mengelola layanan prima dan personalisasi layanan secara utuh, jelas, terstruktur, terukur dan komprehensif. Ahli pemasaran menekankan bahwa layanan prima dan personalisasi layanan perlu dirancang secara terstruktur,

berbasis data, berorientasi pada kebutuhan pelanggan, serta didukung standar layanan yang jelas. Dalam konteks sekolah, layanan tersebut perlu menjadi budaya organisasi yang selaras dengan nilai, visi dan strategi sekolah. Berdasarkan hasil penelitian yang ditemukan, maka direkomendasikan kerangka kerja layanan yang terintegrasi dan komprehensif melalui *Blue Print* Kerangka Kerja Dasar Layanan Prima dan Personalisasi Layanan SMA Ignatius Slamet Riyadi Karawang .

Kata kunci : layanan prima, personalisasi layanan, kompetensi kewirausahaan, kecakapan hidup, pembelajaran berbasis proyek



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ABSTRACT

The purposes of this research are analyze the implementation of excellent service and personalized service at SMA Ignatius Slamet Riyadi Karawang, analyze the understanding of the Salib Suci Foundation, teachers, students and parents regarding the value of excellence of SMA Ignatius Slamet Riyadi Karawang through the development of entrepreneurial competencies and the development of life skills through project-based learning, analyze expert opinions regarding excellent service and personalization of ideal services in educational institutions and analyze the excellent service and personalization of services recommended for SMA Ignatius Slamet Riyadi Karawang. This study was conducted using a qualitative method with a case study approach. The data in this study were collected through interview methods, observation and document studies.

Through this research, it was found that Excellent service and personalized service at SMA Ignatius Slamet Riyadi Karawang have received special attention and have generally been well implemented by the school, teachers, and staff. Excellent service and personalized service have been accepted and felt by students and parents. However, there are suggestions for improving excellent service and personalized service. It must be honestly acknowledged that these excellent service and personalized service practices are carried out without guidance, without clear management standards, are unstructured, and unmeasured. Consequently, various excellent service and personalized service practices are not standardized, there are still variations in excellent service and personalized service between teachers and staff, and there are still service inconsistencies. On the other hand, SMA Ignatius Slamet Riyadi Karawang's excellence program in the form of developing entrepreneurial competencies and developing life skills through project-based learning is consistently assessed as a program that has clear, structured, and measurable planning, producing various competencies and life skills such as critical thinking, creativity, innovation, problem solving, collaboration, and communication, as well as developing various character traits such as self-confidence, independence, and responsibility. In addition, these two programs also develop technical competencies in the form of small business design projects, creative packaging design, creating business financial reports, and compiling scientific papers. Both programs are also considered suitable, feasible, and relevant to be further developed into excellence programs and school characteristics. Furthermore, it can be said that excellent service and service personalization as well as this school excellence program are still managed separately and have not become a complete and comprehensive framework for excellent service and service personalization. This situation indicates that SMA Ignatius Slamet Riyadi Karawang needs to deliver excellent service and service personalization in a complete, clear, structured, measurable, and comprehensive manner. Marketing experts emphasize that such services must be data-based, customer-oriented, and supported by clear service standards. In the school context, these services

should be integrated in to organizational culture that aligns with the school's values, vision, and strategy. Based on the research findings, an integrated and comprehensive service framework is recommended through the Blueprint for the Basic Framework for Excellent Service and Service Personalization of SMA Ignatius Slamet Riyadi Karawang.

Keywords: excellent service, personalized service, entrepreneurial competency, life skills, project-based learning



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