

## **Educational Strategic Planning In Dayah Modern Darul Ulum Banda Aceh Through The *Corporate Social Responsibility (CSR) Program***

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### **ABSTRACT**

Competition between educational institutions is currently increasingly tight, this requires madrasahs to continue responsible answer in educational strategic planning . This research was conducted at MTs Darul Ulum. The purpose of this research is first, how to plan the Corporate Social Responsibility program, second, to find out the implementation of the Corporate Social Responsibility program and third, to find out the evaluation of the Corporate Social Responsibility program. This research is qualitative research using observation, interview and documentation techniques in data collection. Subject research This is madrasah head master, treasurer, teachers and students. Data analysis uses triangulation theory as a technique for checking the validity of the data by comparing the results of interviews and observations to check the correctness of the data. The results of the research show that, firstly, planning the Corporate Social Responsibility program involves the madrasah, especially the head of the madrasah, to prepare the program that will be carried out, determine the targets in the program, determine the time period for implementation and the person responsible for each program that will be carried out. Secondly, the implementation of the Corporate Social Responsibility program is carried out by providing guidance and training for teachers (employees) so that the planned program can be carried out in accordance with the directions. Third, evaluation of the Corporate Social Responsibility program in educational strategic planning at MTs Darul 'Ulum Banda Aceh head of the madrasah conducted an evaluation to assess what programs needed to be improved (whether the program was running or not).

**Keywords:** *Corporate Social Responsibility, Educational Strategic Planning, program*

### **INTRODUCTION**

Corporate Social Responsibility (CSR) or better known as social responsibility is one of the mandatory activities in carrying out social responsibility to society or education. Corporate Social Responsibility (CSR) is a program that must be carried out by the environment to build harmonious

relationships in order to maintain a good image and is also one of the madrasa strategies. Social programs can take the form of physical assistance, health services, community development and scholarships.

And currently various companies have begun to show their commitment to implementing social responsibility towards their stakeholders .<sup>1</sup> The CSR program which includes education, poverty reduction, environmental preservation and sustainable economic development is part of the company's sustainable development efforts.<sup>2</sup>

Meanwhile, in the current era of autonomy, strategic planning which is part of strategic management at the education unit level often comes to the fore, and is even starting to be widely implemented at the school education unit level. The strategic plan is the product, while the planning process itself is known as strategic planning. According to Presidential Instruction no. 7 of 1999, strategic planning *is* a process that is oriented towards the results to be achieved over a period of 1-5 years by taking into account the potential, opportunities and obstacles that exist or may arise.

Strategic planning is also part of the strategic management process which is related to the process of identifying long-term goals. Strategic plans at the educational unit level must pay attention to opportunities and threats from the external environment, pay attention to internal strengths and weaknesses, and then seek and find strategies and programs to take advantage of existing opportunities and strengths, overcome existing challenges and weaknesses, in order to achieve the desired vision .

The educational unit level strategic plan should clearly depict: the unit vision which shows the desired future (long term) picture of the educational unit; mission which is an action or effort to realize the vision of an educational unit that has been previously determined; educational unit level development goals, as an illustration of what is to be achieved in the medium term, for example for 3-6 years. Therefore, every educational organization needs to formulate a strategic plan as a guide in carrying out various activities within it to achieve its goals and objectives. targets that have been set.

From the results of initial observations made by researchers at Dayah Modern Darul ' Ulum Banda Aceh has results observation positive Where Darul Modern Dayah ' Ulum Banda Aceh is one of the famous educational institutions that boasts the best graduates. Such as graduating from a student exchange program to the United States, graduating from a scholarship to Brunei

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<sup>1</sup> Lela Nurlaela, (2019). *Model Corporate Social responsibility (CSR)*, (Jawa Timur: Myria Publisher, h. 1-3.

<sup>2</sup> Nurdizal M, Asep Efendi, Emir Wicaksana, (2011). *Panduan Lengkap Perencanaan CSR*, (Jakarta: Penebar Swadaya, h. 16.

Darussalam , and also students graduating from Dayah Modern Darul ' Ulum Banda Aceh is generally accepted in various campus outside country such as in England , and Al- Azhar Cairo Egypt, and inside country such as UIN Ar-Raniry , University Syiah Kuala, East Java, Central Java. And some even graduated from the police academy (Akpul) in Semarang, Central Java. Social responsibility in educational strategic planning is visible Already OK , where Darul Modern Dayah ' Ulum Banda Aceh has collaborated with the Kuta Health Center Alam , Bank Syariah Indonesia (BSI), and Bank Indonesia (BI). Bank Syariah Indonesia (BSI) once provided assistance to Dayah Modern Darul ' Ulum Banda Aceh in the form of library bookshelves and books. This can increase learning facilities to be more complete so that students are more diligent and achiever and can broaden students' insight to have superior abilities so as to produce many of the best graduates.

In 2022 Dayah Modern Darul ' Ulum Banda Aceh holds an annual competition (Event Exhibition) which is open to all schools in Aceh. Then the bank also provides assistance in the form of funds or rewards for winners in competitions . But this is not sustainable, only conditional when there is a related program. As a result, at the end of 2022, MTs Darul will be accredited ' Ulum changed becomes B. Of course this is due to a lack of focusing/increasing good physical evidence That in the form of RKM, program implementation, educational/madrasah strategic planning that is not in accordance with objectives, madrasah financial reports are not appropriate , the RPP is not in accordance components , and lack of team contribution in the task. So that in the strategic plan that has been agreed, namely a development activity plan by making several main substances, including: vision and mission, goals, strategies, policies and programs that can be further improved. then the strategic plan can be used as a guide to improve the education program/quality for the coming year so that the program can continue and employees can contribute optimally to achieving organizational goals (educational vision and mission). Therefore, the author is interested in researching, first, how to plan the Corporate Social Responsibility program in educational strategic planning at MTs Darul ' Ulum Banda Aceh; second, how to implement the Corporate Social Responsibility program in educational strategic planning at MTs Darul ' Ulum Banda Aceh; third , how to evaluate the Corporate Social Responsibility program in educational strategy planning at MTs Darul ' Ulum Banda Aceh.

#### **a. Corporate Social Responsibility**

##### **1. Understanding Corporate Social Responsibility**

Corporate Social Responsibility or often abbreviated/called CSR, is a term that comes from English. CSR consists of three words, namely corporate which

means big company, social which means community and responsibility which means accountability. So CSR means the responsibility of large companies towards the communities around which the company operates. Theoretically K. Bertens explain The essence of CSR, which is responsibility , means that a person as a rational and free creature must not avoid it and provide an explanation of his actions, retrospectively and prospectively.<sup>3</sup>

Corporate Social Responsibility (CSR) is a program that companies must carry out towards the environment and build harmonious relationships in order to maintain a good image and as one of the company's strategies. Corporate Social Responsibility is a company's efforts to be proactive, structured and sustainable in realizing business operations that are socially acceptable and environmentally friendly in order to achieve financial success. Corporate Social Responsibility is a commitment by a company or business world to contribute to sustainable economic development by paying attention to corporate social responsibility and emphasizing a balance between attention to social, environmental and economic aspects. According to Wibisono in Hendrik Budi Untung's book, CSR is the company's responsibility to its stakeholders to act ethically, minimize negative impacts and maximize positive impacts covering the social economy and environment in order to achieve sustainable development goals.

In the Islamic perspective CSR is the realization of draft teachings ihsan as peak from very noble ethical teachings. Ihsan is carrying out good deeds that can benefit others. Beside Therefore , CSR is an implication of the teachings of ownership in Islam, Allah is owner mutlaq (haqiqiyah) whereas humans are only temporary owners who function as recipients of the trust. <sup>4</sup>According to Bowen, CSR is a business decision to provide good values to society. Davis defines CSR as voluntary efforts by a company to create economic balance with its surroundings. Based on on theory Elkingston, CSR is a concept for organizations, especially companies, which have an obligation to consider the interests of users, workers, shareholders, society and the surrounding environment in all aspects of their operations.

According to the World Bank, CSR is a private sector commitment to support the creation of sustainable development.<sup>5</sup> CSR (Corporate Social Responsibility) is an action or concept carried out by a company (according to

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<sup>3</sup> Hendi Prihanto, (2018). *Etika Bisnis dan Profesi: Sebuah Pencarian*, Depok: Rajawali, h. 106-107.

<sup>4</sup> Muhammad Djakfar, (2007). *Etika Bisnis Dalam Perspektif Islam*, Malang: UIN Malang Press, h. 160.

<sup>5</sup> Rahmatullah & Trianita Kurniati, (2011). *Panduan Praktis Pengelolaan CSR (corporate social responsibility)*, Yogyakarta: Samudra Biru, h. 4.

the company's capabilities) as a form of their responsibility towards the social/environmental environment around which the company is located. Corporate Social Responsibility (CSR) is a corporate strategy phenomenon that accommodates needs And interest its stakeholders. <sup>6</sup> The concept of Corporate Social Responsibility (CSR) continues to develop over time in accordance with the dynamics of climate change and also in accordance with the company's commitment.

## **2. Benefits of Corporate Social Responsibility**

The goal of CSR is not just community development. The core objective of CSR is how community development can continue to exist in society as an effort to balance the environment and nature. <sup>7</sup> Apart from getting benefits from the company, implementing CSR activities can bring positive benefits to society and the government, namely:

### **a) Benefits for Society**

Can improve various sectors such as providing adequate and quality education for the community, the employment sector such as increasing training or training to improve the quality of the workforce for the wider community.

### **b) Benefits for the Government**

CSR activities themselves are related to problems that exist in various regions, such as education problems, lack of access to health for local communities, and the construction of public facilities for the benefit of many people. With cooperation between government policies and companies or organizations that implement CSR, many people are helped by the implementation of CSR around them. With various benefits, companies will now find it easy to get their brand image . Existing government policies also make it easier for internal companies to access do its CSR activities .

## **b. Understanding Educational Strategy Planning**

Strategic planning is a leadership tool that helps leaders determine what they want the organization to achieve in the future, and how to work toward it. It is also a process that determines organizational goals and allocates resources to support various parts of the organization. Taylor and Ramli stated that strategic planning is a way to manage change so that organizations can survive in an ever-changing environment. This can be caused by the varying needs of each work unit.

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<sup>6</sup> Nurdizal M. Rachman dkk, (2011). *Panduan Lengkap Perencanaan CSR*, (Jakarta: Penebar Swadaya, h. 16-17.

<sup>7</sup> Totok Mardikanto, (2014). *CSR Corporate Social responsibility (Tanggung Jawab Sosial Korporasi)*, Bandung: ALFABETA, h. 132-133.

More more , Stainer in Salusu suggests that strategic planning is a process that helps decide where a company will go and how to get there, as well as determining the company's goals and objectives. It can also help managers think more strategically about their current actions and future plans.

Based on this understanding, it can be seen that the meaning of strategic planning is a form of mature planning, meaning planning that links the future or goals of an organization and how the strategy is managed or how to manage the strategy so that in the end it can be done efficiently and effectively. Efficient means the resources used are economical. Meanwhile, effectiveness is how the goal is right on target.<sup>8</sup>

### c. Strategic Planning Steps

Kesuma , the steps that must be taken in implementing strategic planning are to use four components of strategic planning, namely:

- a) Analyze the potential and profile of the educational unit (school/madrasah) to identify strengths and weaknesses.
- b) Environmental analysis to identify opportunities and threats in the delivery of educational services.
- c) As a reference in the management of educational units; establish a vision and mission based on potential and environmental analysis.
- d) Identify strategies needed to improve school performance in order to achieve the school's vision and mission.

The steps in a superior Islamic school planning strategy include: a) setting/creating achievable goals, b) identifying problems or work that needs to be done, c) collecting additional data and information, d) identifying activity stages, e) explaining procedures solving problems and various stages of work to be carried out.

Based on the description above, it can be concluded that the formulation of the vision and mission begins with an assessment of the environment, in particular what the basic environmental needs are for education that can be provided by the school. Fulfilling the vision and mission in detail, formulating specific goals both at the school level and at the subject level, and developing achievement strategies through a number of strategic activity programs. Is the strategy still consistent in achieving goals during the evaluation and control process, or has it shifted? In essence, the school's strategy must remain consistent with the previously established vision and mission.<sup>9</sup>

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<sup>8</sup> Muh. Yusril, et al., *Konsep Perencanaan Strategis Di Lembaga Pendidikan. Nazzama Journal Of Management Education...* , h. 208.

<sup>9</sup>Hani Subakti, et al, (2022) *Perencanaan Pendidikan Islam*, Bandung: Media Sains indonesia, h. 289.

#### **d. Corporate Social Responsibility in Educational Strategic Planning**

Corporate Social Responsibility (CSR) is a program that companies must carry out towards the environment and build harmonious relationships in order to maintain a good image and as one of the company's strategies. Corporate Social Responsibility is a company effort that is proactive, structured and sustainable in realizing business operations that are socially acceptable and environmentally friendly in order to achieve financial success. Corporate Social Responsibility is a commitment by a company or business world to contribute to sustainable economic development by paying attention to corporate social responsibility and emphasizing a balance between attention to social, environmental and economic aspects.<sup>10</sup>

Corporate Social Responsibility (CSR) is form responsibility answer social of all company actions that affect individuals, society and the environment in which the company operates. For this reason, CSR that is more useful is of course one that is timely, right on target so that the added value becomes more meaningful for society and still prioritizes humanity. CSR is also a form of company awareness as an effort to improve good relations.

Educational strategic planning can be said to be long-term planning. Strategic planning tends to involve more concrete program development. Various internal (organizational) and external (environmental) factors must be considered in this planning process. <sup>11</sup>Strategic planning is the process of deciding on the programs that an organization will carry out and the amount of resources including capital and human resources that will be allocated to each program in the next few years to achieve the desired goals.

Different views were expressed by Johnson KastRozens-Weig in interpret Strategic planning is the process of determining main targets, policies that regulate the procurement and utilization of resources and strategies that regulate the procurement and utilization of resources to achieve goals. Whereas according to Kerzner , planning Strategic is a management tool used to manage current conditions to project conditions in the future , so that a strategic plan is a guide that organizations can use from current conditions to work towards 5 to 10 years forward.

## **RESEARCH METHODS**

### **a. Research Methods and Procedures**

This research is a type of field research with a qualitative approach, namely a type of research where the findings are not obtained through quantitative

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<sup>10</sup>Hendrik Budi Untung, *Corporate Social Responsibility...* , h. 1.

<sup>11</sup>Nanny Mayasari, et al, *Perencanaan Pendidikan...* ,h. 25.

procedures, statistical calculations, or other methods that use numerical measurements. This qualitative research develops concepts based on inductive data and collects data and is scientific in nature. In this research, researchers want to describe Corporate Social Responsibility in educational strategic planning at MTs Darul 'Ulum Banda Aceh, therefore this researcher used descriptive research with a qualitative approach.

The subjects in this research were at Islamic boarding schools Darul ' Ulum Banda Aceh, namely one MTs head, one treasurer, two MTs teachers, and two students MTs. The reason the researcher will use MTs heads as subjects is because MTs heads know all about how to plan educational strategies start from planning , implementation, and evaluation of educational strategy planning. So that helps the madrasah explain planning \_ moment this is in the future come And push exists decisions madrasa level , and Also capable push with support participation inhabitant public.

The techniques used in this research are observation, interviews and documentation . These three techniques are used to obtain information that supports and complements each other. The qualitative data analysis technique follows the concept given by Miles and Huberman which states that qualitative data activities and analysis are carried out interactively and are applied continuously and completely, so that the data reaches saturation. Analysis according to Miles and Huberman is divided into three streams of activities that occur simultaneously. The three flows include: first , data reduction . Reducing data is a sensitive thinking process that requires intelligence and a high level of breadth and depth of insight. For new researchers, when carrying out data reduction, they can discuss it with friends or other people who are considered experts. Through this discussion, the researcher's insight will develop, so that he can reduce data that has significant discovery value and theoretical development ; second, presentation of data (Data Display). In qualitative research, data presentation can be done in the form of brief descriptions, charts, relationships between categories, flowcards and the like. By displaying data, it will be easier to understand what happened, plan further work based on what has been understood; third , drawing conclusions and verification. Conclusions in qualitative research are new findings that have not previously existed. Findings can be in the form of a description or picture of an object that was previously still dim or dark so that after research it becomes clear, it can be in the form of a causal or interactive relationship, hypothesis or theory. In making conclusions, the data analysis process continues by looking for the relationship between what was done (what), how it was done (how), why it was done that way (why) and what the results were (how is the effect).



Then the researcher will draw conclusions from what the researcher has done in presenting the data. The existing conclusions can answer all the research questions that have been formulated from the start, but of course this does not rule out the possibility that there will be discrepancies between what has been researched and the results studied. Researchers here carry out research because they want to find something new that has never been studied by other researchers.

## **RESEARCH AND DISCUSSION**

### **1. Corporate Social Responsibility Program Planning in Educational Strategic Planning at MTs Darul ' Ulum Banda Aceh.**

Program planning is a way to achieve goals as best as possible (maximum output) with existing resources so that they are more efficient and effective. Planning also determines the goals to be achieved or what will be done, how and by whom.

To find out about the planning of the Corporate Social Responsibility Program in Educational Strategic Planning at MTs Darul ' Ulum Banda Aceh researchers asked questions to the Head of MTs Darul ' Ulum Banda Aceh: "According to father How Corporate Social Responsibility program planning in Educational Strategic Planning"?

"Planning the Corporate Social Responsibility program in educational strategic planning certainly requires a process, so that achieving goals is more focused. Then the planning process can provide the opportunity to choose the best combination of methods . So that in the process of planning this program, the madrasah can create an annual program including the Olympiad program , and the Madrasah Science Competition (KSM) program . Corporate Social Responsibility programs can be carried out in the madrasah environment and build harmonious relationships in order to maintain a good image. And as one of the strategies in planning the Corporate Social Responsibility program , namely creating superior programs to improve the quality of education. By developing more concrete programs and setting targets, the madrasah aims to be used as a guide in preparing programs and activities that will be carried out within a certain time. And program development can be described through madrasa programs that will be implemented and achieved over a period of five years as long-term planning. So the process of determining what you want organization in Century front can achieved and for that we have to determine who the targets of this program are, and how we will try to achieve them. And the strategic plan prepared has been mutually agreed upon. This is in accordance with the aim of making the strategic plan as one of the agencies related to the

national education system considers it necessary to make changes to education programs in a planned, directed and sustainable manner according to the vision and mission that have been mutually agreed upon. And the parties involved need to negotiate to get agreement with key decision makers regarding all strategic planning efforts. Then in planning you can estimate the things that will go through. And planning must be done based on a priority scale (goals, targets and actions). So, in the planning process, it is hoped that this will become an implementation guide indicated activities for reach specific purpose. With planning, there will be measuring tools to carry out evaluations.<sup>12</sup>

Same question to Teacher (1) MTs Darul ' Ulum Banda Aceh: " What do you think about the planning of the Corporate Social Responsibility program in Education Strategic Planning"?

"So, in planning the Corporate Social Responsibility program in educational strategic planning, it is first necessary to prepare a plan which includes: a review of the situation, both before starting a plan and a review of the implementation of previous plans. Next, estimates of the conditions of the future , setting goals, and selecting ways to achieve planning goals. Usually the madrasah makes an annual program. And the Corporate Social Responsibility program in educational strategy planning must be arranged according to the needs of the madrasah. And in planning the Corporate Social Responsibility program in educational strategy planning, we first determine who the target of this program is, then determine the time period, and what the mission of this program is , and determine bearer answer in every program that we create so that the program runs according to what we want.<sup>13</sup>

the researcher 's interviews get in the field that something Madrasa planning which describes the madrasa programs that will be implemented and achieved over a period of five years, can build harmonious relationships in order to maintain a good image. This strategic planning describes the vision, mission, goals, objectives, as well as ways to achieve targets which include realistic policies, programs and activities by anticipating future developments. With the CSR program in strategic planning, the quality of education can be developed in a better direction.

## **2. Implementation of the Corporate Social Responsibility Program in Educational Strategic Planning at MTs Darul ' Ulum Banda Aceh.**

To find out the implementation of the Corporate Social Responsibility program in Educational Strategic Planning at MTs Darul ' Ulum Banda Aceh,

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<sup>12</sup> Interview with the Head of Madrasah MTs Darul Ulum Banda Aceh, on March 14 2023.

<sup>13</sup> Interview with Teacher (1) MTs Darul Ulum Banda Aceh, March 14 2023.

researchers asked several questions that had been prepared beforehand. The researcher asked the first question to the head of the MTs Darul madrasah ' Ulum Banda Aceh: "How effort father For grow Willingness to change towards progress for all madrasah residents"?

"So, first of all, as a leader , we must often monitor teachers and then make evaluations both individually and as a whole through joint meetings and we must identify deficiencies regarding teachers in teaching. training (MGMP) or Now called IKM ( Implementation Curriculum Independent ). We must not be left behind, but what is certain is that a leader must continue to monitor, control and guide teachers who are still lacking so that they update the latest news more often. Whether we are teachers or the community, whether we like it or not, whether we like it or not, we all have to follow the policy, especially since this is a government program. Different times have different strategies. Now inside curriculum independent / RKAM only only what is necessary is listed , but this is considered not good, and later all question and RPP only inhabitant Darul ' Ulum knows it and no longer do we copy paste to be made Alone because of the RPP in accordance with student abilities. And for grades, it will no longer be demanded, but what is expected will be skill (ability). So society is like that too, they have to follow the applicable rules. And currently madrasahs also have a program, namely joint recitation every day Tuesday . The point is that there must be cooperation between superiors and subordinates.<sup>14</sup>

Same question to Teacher (1) MTs Darul ' Ulum Banda Aceh: " What are your efforts to foster the will to change towards progress in all madrasah residents"? "So, one of the efforts to foster a willingness to change for the better is by collaborating with local madrasah residents. And can work together with all the teachers (staff) in the madrasa too. So that what you want can come true.<sup>15</sup>

The researcher 's interviews get in the field that No there are obstacles in implementing the Corporate Social Responsibility program in Educational Strategic Planning, it's just that there are deficiencies regarding teachers in teaching or Human Resources who are not good at carrying out their duties, but this can be overcome because the head of the madrasah can carry out evaluations or guidance to teachers (employees) both individually and as a whole through joint meetings.

### **3. Corporate Social Responsibility Program in Educational Strategic Planning at MTs Darul ' Ulum Banda Aceh.**

To find out the Evaluation of Corporate Social Responsibility Programs in Educational Strategic Planning, researchers asked several questions that had

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<sup>14</sup> Interview with the Head of Madrasah MTs Darul Ulum Banda Aceh, on March 14 2023.

<sup>15</sup> Interview with Teacher ( 1) MTs Darul Ulum Banda Aceh, March 14 2023.

been prepared previously. The researcher asked the first question to the head of the MTs Darul madrasah ' Ulum Banda Aceh: " What sir 's solution give if the madrasa program does not run as planned"?

"So, one of our programs here that is stage activity events , and when we have made plans but it does not match what was planned or what we expected, we still make evaluations for teachers to continue to guide and direct our children. And the evaluation is not to corner or demean our teachers, but only us need proof Where location shortcomings , and What's wrong with this program not being what we planned? So future event program We have to look for tutors who are more international, who understand more about all the activities in this event program . So We here still evaluate and still have to accept all criticism or input. And the way to respond to programs implemented that have not been successful according to what was planned is by giving appreciation, this does not mean that everything is not perfect or failed, it just needs evaluation. And madrasas too form responsibility answer in every madrasa program activity, because in every activity it comes out fund although responsibility answer That or the funds that have been spent are not in accordance with what we expected.<sup>16</sup>

Same question to Teacher (1) MTs Darul ' Ulum Banda Aceh: " What solution do you give if the madrasa program does not run as planned"?

"The solution is that we will re-evaluate what has been planned until it is not realized in the madrasa environment. And when the program implemented is not successful according to what was planned, then we will both correct ourselves regarding the funds or programs that have been created, and it must be in accordance with what was planned. And the madrasah will form responsibility answer in every madrasa program activity.<sup>17</sup>

Based on the results of interviews that researchers obtained in the field, the head of the madrasa carried out an evaluation process which aimed to find out whether the program being implemented was in accordance with what was planned and at the same time knowing whether the program that had been implemented was successful or not.

## **DISCUSSION OF RESEARCH RESULTS**

Based on the results of the research above that researchers conducted at MTs Darul ' Ulum Banda Aceh regarding Corporate Social Responsibility In Planning Strategic Education, then researcher will discuss as following:

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<sup>16</sup> Interview with the Head of Madrasah MTs Darul Ulum Banda Aceh, on March 14 2023.

<sup>17</sup> Interview with Teacher (1) MTs Darul Ulum Banda Aceh, March 14 2023.

## **1. Corporate Social Responsibility Program Planning in Educational Strategic Planning at MTs Darul ' Ulum Banda Aceh.**

Planning is the activity of setting goals and formulating and managing human empowerment, information, methods and time to maximize efficiency and effectiveness in achieving goals. Apart from that, planning is also a systematic preparation process regarding the activities that will be carried out to achieve the goals that will be achieved or will be carried out, how, when, and by whom.

Corporate Social Responsibility program planning in Educational Strategic Planning at MTs Darul ' Ulum Banda Aceh has done well, this can be seen from the preparations made by the madrasah, especially the head of the madrasah and preparing the program that will be carried out by the madrasah as well as determining the targets in the program, determining the time period for implementation and having a person in charge for each program- program to be executed. And all the plans have been prepared very well. This is in line with the theory put forward by Athoillah Anton, namely :

According to Athoillah Anton, planning is an activity related to efforts to create a program that includes everything that will be implemented, setting goals, policies, leadership guidelines, procedures and methods to achieve goals.

So based on the results of observations and interviews conducted by researchers, researchers know that the planning of the Corporate Social Responsibility program is carried out at MTs Darul ' Ulum Banda Aceh has done well, which can be seen from meetings held to manage the program and determine the person responsible for each program, determine targets and determine the term time implementation in every program that has been prepared and has accountability matter This The aim is to ensure that the program runs according to what is desired. And describes the vision, mission, goals, objectives, and ways to achieve targets which include realistic policies, programs and activities by anticipating future developments. With the CSR program in strategic planning, the quality of education can be developed in a better direction.

## **2. Implementation of the Corporate Social Responsibility Program in Educational Strategic Planning at MTs Darul ' Ulum Banda Aceh.**

*Corporate social responsibility* programs in educational strategic planning is the process of carrying out activities (programs) that have been planned. Implementation of *corporate social responsibility* programs in educational strategic planning at MTs Darul ' Ulum Banda Aceh is implemented by providing guidance and training to teachers (staff) and then making evaluations both individually and as a whole through meetings or joint training. And a leader

must continue to monitor, control, guide and provide work motivation to his subordinates (teachers) so that they are willing to work sincerely and update the latest news more often in order to achieve organizational goals. And human resources must be grouped according to their respective duties, so that they will be directed later on where the funds will be used, and for what purpose the program will be run.

So that the program that has been planned can be carried out in accordance with the directions. And the madrasah plans financial resources to support educational activities and achieve educational goals in the madrasah by collecting a number of resources directed at achieving a goal related to the budget as explanation or bear it answer in a program implementation and a plan in the form of a proposal for each activity component. This also strengthens the theory put forward by Westra in book Performance Management in Islamic Education Institutions.

According to Westra, program implementation is the efforts made to implement all plans and policies that have been formulated and determined by completing all the necessary needs and tools, who will carry it out, where it will be implemented and when it will start.

So based on the observations made by the researcher, the researcher saw the situation that the implementation of the Corporate Social Responsibility program carried out at MTs Darul ' Ulum Banda Aceh was going well. This can be seen from the support and cooperation from superiors to subordinates, namely the head of the madrasah and the teachers (staff ) madrasa community, students, and related institutions or agencies. In implementing the program, the madrasah head continues to monitor, control, guide and provide work motivation to his subordinates (teachers) so that they are willing to work sincerely and update the latest news more often in order to achieve the organization's goals. Apart from that, the madrasa head also holds training for teachers to improve teacher competency. This aims to advance education at MTs Darul ' Ulum Banda Aceh and also establish a good image in the eyes of the public.

### **3. Corporate Social Responsibility Program in Educational Strategic Planning at MTs Darul ' Ulum Banda Aceh.**

Corporate Social Responsibility program is one of the final stages carried out by the head of the MTs Darul madrasah ' Ulum Banda Aceh. Evaluation activities for the Corporate Social Responsibility program are carried out by the head of the madrasah. In implementing the evaluation of the Corporate Social Responsibility program in this research, it has been carried out with should Where The head of the madrasah carries out program evaluations to review the

implementation of programs that have been planned to run well or not and to examine what programs need to be improved. This also strengthens the theory put forward by Stufflebeam, et al in book Strategic Management.

According to Stufflebeam, et al Program evaluation is the process of describing, obtaining, and providing information that is useful for assessing decision alternatives.

So based on the observations made by the researcher, the researcher saw the situation in the evaluation of the Corporate Social Responsibility program carried out at MTs Darul ' Ulum Banda Aceh was carried out to find out the extent of the program that had been implemented and to assess whether the program was successful or not. Apart from that, program evaluations are also carried out to improve a program and provide input to existing teachers ( staff ). in the madrasah environment in order to achieve a desired goal.

## **CONCLUSION**

From the results of research conducted by researchers regarding Corporate Social Responsibility in Educational Strategic Planning at MTs Darul ' Ulum Banda Aceh, several conclusions can be drawn, namely as follows:

1. Corporate Social Responsibility Program Planning in Educational Strategic Planning at MTs Darul ' Ulum Banda Aceh includes, among other things: preparing the program that will be carried out by the madrasah as well as determining the targets for the program, determining the time period for implementation and having a person in charge for each program that will be carried out.
2. Implementation of the Corporate Social Responsibility Program in Educational Strategic Planning at MTs Darul ' Ulum Banda Aceh creates activities (programs) that have been planned and then implemented by providing guidance and training to teachers (staff) and then making evaluations both individually and as a whole through meetings or joint training. And human resources must be grouped according to their respective duties, so that they will be directed later on where the funds will be used, and for what purpose the program will be run. So that the program that has been planned can be carried out in accordance with the directions.

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