Internalization of Slogans in Encouraging Change in Madrasah

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ABSTRACT

During the Indonesian struggle, there was the slogan "independence or death", then in the current era of government the slogans "work, work, work" and "Advanced Indonesia" appeared. In the Minangkabau indigenous people, the slogan "*adat basandi sara`, sara` basandi kitabullah*" also appeared. In the *Madrasah* there is the slogan independent *Madrasah* with achievements. If we look closely at it, we will encounter very many slogans somewhere in both communities and institutions, both formal and informal. Almost all create slogans for special purposes, all of which usually contain an invitation to do or not to do, think or not to think about, or even just as an uplifting for a community, institution, or even a nation for a common goal. This slogan is a stimulant that is designed systematically and in the context of *Madrasah* education to break attitudes that do not support change such as skeptic, lazy, uncreative, resigned, less innovative and others to be replaced with creative, innovative, diligent, implicit and other actions that support changes in various aspects of education in *Madrasah*. All the actions based on the slogan of change will eventually be able to pave the way to realize the expected goal in the slogan of education in *Madrasah*, namely "*Madrasah Mandiri Berprestasi*". There is no achievement, there is independence if the *Madrasah* component does not carry out actions that support that direction, one of which is never stagnant or silent, keep moving and make changes towards achievement and independence.

Keywords: Internalization, Slogan, Change, Madrasah

INTRODUCTION

A slogan is a motto or phrase used in political, commercial, religious, and other contexts as an expression of an idea or goal that is easy to remember (Adhani & Meilasari. 2021). The characteristics of the slogan are; memorable and interesting words; can be a phrase, clause, sentence, or motto; in the form of the motto of an organization or society with the function of educating or influencing and aiming to inform the vision, mission, goals of the organization, company, or activities carried out by institutions or organizations (Adhani & Meilasari, 2021). Slogans are usually written in simple sentences that are easy to understand but interesting, easy to remember, and striking. The goal is to make the message conveyed more easily accepted by the reader.

Technically, learning in *Madrasah* is the same formal learning process as in schools in general, but *Madrasah* also emphasize religious learning to their students. As an organization, *Madrasah* need to constantly change to ensure that *Madrasah* organizations do not become static but remain dynamic in facing the times. This is because *Madrasah* as educational institutions have a function as an instrument of value transformation so they must be able to continuously adjust to the needs, demands, and changes that occur in their environment as implications of change. Changes are generally related to changes in the organizational environment or community life, for example, the emergence of new ideas or motivations in the order of community life that lead to progress and improvement (Arifah, 2020). The changes that occur in *Madrasah* do not necessarily change but there is a

process of changing the culture of *Madrasah*. For example, curriculum changes are certainly not enough if they only change the curriculum, but more important than that is to change the mind-site/mindset of all *Madrasah* residents, especially teachers. This change in the way of thinking will then affect changes in various values in *Madrasah* which in the end will also affect changes in *Madrasah* culture (Slamet, 2018).

This article discusses the internalization of slogans in a change in *Madrasah*. Based on the background above, the author determines the formulation of the problem to be discussed to build hypotheses and conclusions, namely: 1) How is the awakening of a slogan?; and 2) What is the process of internalizing slogans in a change in a *Madrasah*? (Slogans and Changes in the Way of Thinking, The Purpose of Change in *Madrasah* by the Slogan in *Madrasah*, and Blending Slogans and Plans for Systematic Change).

METHOD

This research uses qualitative methods and literature studies to review books, articles, and other appropriate literature, especially related to slogans and changes in *Madrasah*. All scientific articles are sourced from Google Scholar. The research findings will be discussed in depth in the literature review section as the basis of the hypothesis formulation and then these two kinds of literature become the basis for comparison with the results and findings revealed in the study (Slamet, 2018).

RESULTS

3.1 Internalization
Internalization is the process of converging values in a person, and psychological language is the adjustment of beliefs, values, attitudes/behaviors, practices, and standard rules in a person (Mulyana, 2004). Internalization in the view of Peter L. Berger and Thomas Luckmann is the process of self-socialization of the individual as a subject or as an object in a culture or social system of society (Ramadhan, 2018). Internalization can be said to be an effort to own or extract values so that they come together and become an inseparable part.

3.2 Slogan *Madrasah*
Slogans are usually deliberately created to be used as an identity owned by certain agencies/organizations as a character so that people are more familiar with hearing the slogan. Usually, slogans are related to programs/activities such as product/advertising slogans that aim to promote so that consumers are interested in buying their products, campaign slogans that aim to attract more masses, slogans of an institution such as companies, organizations, and schools which are usually related to policies, visions, and missions, as well as programs from related organizations.

In the school environment, many slogans affirm, suggest, and invite the attention of others, especially students to educate, influence, and inform the vision, mission, and goals of the school. For example, the slogan "Keep Clean" is a form of command slogan. This is in line with previous research researched by (Handayani & Wildan, 2021).). The finding in the study was that there were 3 types of slogans, namely slogans that were inviting,

ordering, and suggesting. While in another study namely (Liani, 2019) found that there are many types and intentions of slogans such as statements, prohibitions, recommendations, and orders. In addition, in another study, namely (Siahaan et al., 2022) there are 2 types of slogans, namely educational and motivational slogans. While in the research (Lastri et al., 2019) there are various slogans such as environmental slogans, education, motivation, health, and products.

In the world of education, slogans influence the change of *Madrasah*, this is in line with research (Amilda et al., 2016) which successfully used slogans as one of the media to develop environmental-based *Madrasah*. In another study (Maryana, 2020) it was also found that the SMART strategy applied in schools as one of the motivations and slogans succeeded in making schools achieve the title of *Good Practice School*. In addition, research (Salam & Majid., 2020) found that school principals succeeded in making slogans as one of the media to achieve the quality of education that has been determined. In another study (Anshori, 2020) it was found that the slogan SSIIPSS is set in schools as a cultural value and culture system that encourages *Madrasah* to become *Madrasah* with Islamic progress and character. The slogan "*Madrasah Hebat, Madrasah Bermartabat*" which was later updated with "*Madrasah Mandiri Berprestasi*" is also a form of slogan that becomes the permanent identity of the *Madrasah* as an educational institution that reflects the goals and vision, and mission of the *Madrasah* globally.

In addition to slogans, many things affect the change of *Madrasah*. Among them is 1) *Madrasah* Culture (Efianingrum, 2013; Slamet 2018); 2) The professionalism of teachers and heads of *Madrasah* (Zahro et al., 2018; Muflihah & Haqiqi, 2019); and 3) Technology Information.

In addition, some other studies related to the role of slogans are as follows 1) Slogans in character building (Liani, 2019; Miladiyanti, 2019; Umar et al., 2019; Marzuki, 2020); 2) Slogans in advertising (Ernestivita, 2016; Mubarok & Rohaedi, 2021; Chandra & Buntaran, 2021); and 3) Political Slogans (Sukma, 2018; Adhani & Meilasari, 2021; Pesiwarisa et al., 2022),.

3.3 Slogans and Changes in the Way of Thinking (Perception)

Slogans are stimulants that are psychologically processed by components that exist in humans to influence the way of thinking or behaving and ultimately influence actions. The way of thinking of human beings is always influenced by a psychological and physical stimuli. For example, the way of thinking is influenced by culture, social conditions, and economic conditions.

The most common definition of thinking is the development of ideas and concepts (Bochenski) in a person. Thinking is a variety of activities that use concepts and symbols as a substitute for objects and events (Maulidya, 2018). The concept of thinking in psychology can be said to be the process of manipulating or managing and also transforming information into memory. Broadly speaking, there are two kinds of thinking, namely autistic and realistic. Autistic thinking such as daydreaming, delusion, and fantasizing. Meanwhile, realistic thinking, also called reasoning thinking, is thinking to adjust to the real world. Realistic thinking is divided into 3, namely deductive, inductive, and evaluative (Hidayat, 2022). Deductive thinking is to conclude from two statements that begin with a general statement, on the contrary, inductive thinking is to conclude things that are specific and then draw general conclusions or generalizations. While evaluative thinking is critical thinking, judging the good and bad of something without reducing or adding to an idea, but judging based on certain criteria (Hidayat, 2022). The way of thinking that then affects or even gives birth to perceptions is influenced by several factors, namely attention factors that include internal, external, functional, and structural

(Novinggi, 2019). And slogans are included in the stimulus oriented to a specific goal.

Action is born from a thought process. According to (Hidayat, 2022) the process of intrapersonal communication, or in this case is a process of thinking through four stages, namely; sensation, perception, memory, and thinking. The first stage in receiving information is sensation. The sensation is the ability that humans have to absorb everything that is informed by the five senses. Information absorbed by the five senses is called a stimulus which then gives birth to a sensation process. Thus sensation is catching a stimulus. Perception is the experience of objects, events, or relationships obtained by inferring information and interpreting messages. Perception is giving meaning to sensory stimuli (sensory stimuli). The relationship between sensation and perception is that sensation is part of perception. Perception is influenced by sensation which is the result of absorption of the five senses, perception is also influenced by attention, expectation, motivation, and memory. Memory is a highly structured system, which enables an organism to record facts about the world and use that knowledge to guide its behavior. Every time a stimulus comes, the stimulus is recorded consciously or not. Something that has been stored in memory will affect someone"s meaning/perception of something at another time. Likewise in thinking, to decide/order something, someone will open his memory to know what needs to be considered in deciding something, or who needs to be ordered to do that thing. So memory has an important role for individuals in determining perception and thinking (Hidayat, 2022).

The Purpose of Change in *Madrasah* by the Slogan in *Madrasah*
− The purpose of the latest *Madrasah* education/current *Madrasah* orientation *Madrasah* like other educational institutions faces the challenge of always being able to answer various life problems or simply make it easier for people who study to live their lives. The real challenge is whether *Madrasah* have been so adaptive to the demands of change that are getting bigger. Being responsive to change is a necessity to be able to continue to exist as an educational institution that can answer the needs of the "market"/world of work. So strategies were developed in the fields of institutions, budgets, curricula, and others. Including massively mobilizing the spirit of change for the better, a slogan was then reconstructed to help ensure the control of educational orientation in *Madrasah*.
− The slogan "*Madrasah Hebat Bermartabat*". This slogan was introduced by the Director of KSKK *Madrasah* A. Umar which is not only interpreted in terms of physicality, but also reflected in the greatness of the student participants and *Madrasah* alumni, great in the practice of teaching teachers, great in transforming their knowledge into society, great in quality and achievement, and great in institutional governance. Meanwhile, dignity is synonymous with the formation of the personality of students to produce students who have a personality and a charitable character (Fauyan, 2021). Great *Madrasah* with dignity describe the spirit of *Madrasah* to become better educational institutions than other public schools (Fauyan, 2021). Thus, this slogan means *Madrasah* governance management which is seen from indicators of improving *Madrasah* performance, the performance of educators and education staff who are outstanding in academic and non-academic fields (Fauyan, 2021).
− The meaning of the slogan "*Mandiri Berprestasi*". This slogan was raised by the Ministry of Religion to give new hope that with this new slogan, it is hoped that *Madrasah* will become independent and outstanding institutions. According to Siregar (2022) Mandiri is intended so that *Madrasah* are financially independent, *Madrasah* no longer hope for assistance which causes the *Madrasah* to not be able to stand alone. Because when the *Madrasah* is financially independent, the *Madrasah* will focus more on developing the quality of education. Independence

must start by utilizing existing sources. The achievement is intended so that *Madrasah* have achievements in academic and non-academic fields starting from the achievements of educators and students (Siregar, 2022).

Blending Slogans and Plans for Systematic Change

− The concept of change in *Madrasah*. Continuous improvement in *Madrasah* is a concept that is continuously embraced by *Madrasah*. Change has benefits for the survival of an organization, in this case, *Madrasah*. Without changes, it can be ascertained that the age of the organization/*Madrasah* will not last long. The change aims to ensure that organizations/*Madrasah* do not become static but remain dynamic in facing the times (Putri, 2018).

− Formulate *Madrasah* slogans such as the slogans "*Madrasah hebat bermartabat*", "*Madrasah mandiri berprestasi*", and "*Madrasah lebih baik, lebih baik Madrasah*". Slogans are always built from the vision or purpose of the *Madrasah*. For example, the slogan "*Madrasah hebat Bermartabat*" was born based on the vision and mission of becoming a better educational institution than other public schools. Dilahirkan through deliberation of the entire *Madrasah* community (a reference to building slogans). *Madrasah* Technical Plan Concept according to Vision and Mission (abstract/cognitive) => into an action plan (Planning/Program) = > realizing the Vision (Actions/Activities). The areas that are expected to change are towards greater achievement. Answer the challenges of the Objectives according to the National Education Law, MDGs, and others. Fields that are the object of change (Putri, 2018): 1) implementation of change management in decision making; 2) implementation of change management in the field of the curriculum; 3) implementation of change management in the field of student affairs; 4) implementation of change management in the field of educational facilities; 5) implementation of change management in the field of student affairs; 4) implementation of change management in the field of educational facilities; 5) implementation of change management in the field of educators; 6) implementation of change management in the field of finance; and 7) implementation of management changes in the field of public relations.

3.4 Discussion

Based on the formulation of the problem, theoretical studies, relevant previous research, and the development of the discussion, then we get the conceptual framework of this article as follows (Fig 1).
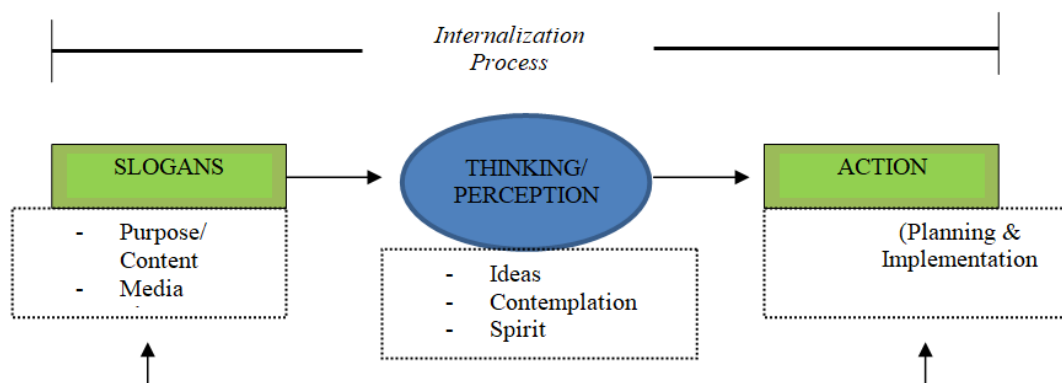

Figure 1. The conceptual framework

This conceptual framework explains how slogans with slogan objectives affect the

process of individual thinking (internalization), namely on perception, to give rise to contemplation (contemplation) and arouse the spirit (spirit) and give birth to ideas. Then it affects the action, this action is systematically seen explicitly in program planning and program implementation, then the action can be analyzed to whether it is by the purpose of the slogan or not.

CONCLUSIONS

Based on relevant previous theories and research and discussions, a hypothesis can be formulated in subsequent research: Internalization of Slogans Affects the Process of Thinking (perception), Slogans According to Their Purpose Affect Actions, Changes in *Madrasah* can be Intervened with the right Slogan. Based on the conclusions above, the recommendation that can be given in this article is that many other factors influence the way of thinking (perception) besides slogans. Not to mention, slogans are also very contextual according to the level of *Madrasah* education and still need a lot of research to get an idea that slogans are indeed effective in bringing changes to *Madrasah*. Another thing that will complement the internalization of the slogan is the carrying capacity of the school environment, organizational management, technology, and other resources.

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