

## The Management of Early Childhood Learning Process Using SWOT Evaluation Method in Educators in TK Zam-Zam

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### ABSTRACT

This study aims to describe the management of the early childhood learning process using the SWOT evaluation method, which can be seen from the strengths, weaknesses, opportunities and threats in the teaching and learning process. Descriptive qualitative research method. This study describes the teaching and learning process in which educators become subjects in this research and the arrival analysis techniques used are interviews, observation and documentation. The research location is the Zam-zam Kindergarten, Pariamanan City. The research results show that many things are the focus of attention from the community, especially from the evacuation of forces and threats.

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### 1. INTRODUCTION

The early childhood can be said to be the initial period where children will get guidance that functions until the child grows up; this guidance is a stimulus that can improve development and growth in children (Ismayah, 2022). The stimuli given to this child are a stimulus that is carried out, such as inviting the child to communicate and socialize with the closest people to the child.

The stimulation this child gets can be done at home or home, but the gift done at home is the best thing because the child's time is more at home than outside. Giving this stimulus can be through education in the family environment. Education in the family is an education that is carried out through discussions between both parents about the motivation that will be carried out on children, which aims to prepare children so that they can socialize, communicate and interact when the child is outside the home (Rahayu, et. at, 2022).

Education in this family is an education that plays a role in children and has a perfect purpose in the child's future. Providing good family education to children can develop the child's uprooting throughout and instil from the beginning so that others cannot influence the child.

Giving stimulus or stimulation at home can be balanced with motivating school. The right school for ECCE provides a balanced inspiration carried out at the education level so that children can continue their higher education (Roza, 2012). The provision of education in ECCE includes physical and spiritual in children, where learning activities in PAUD are carried out by playing while learning.

Early childhood education can include activities that can develop social, emotional, intellectual, communication and creativity in children. Play activities can be done in schools, and play activities can develop children's abilities. The purpose of PAUD is to create children with good personalities, good socialization, and good academic fields and can make children able to face the future that children will live (Rozalena & Kristiawan, 2017).

The purpose of PAUD will be able to occur through learning carried out by schools, where the learning carried out by this school can be through child-centred learning. Early childhood learning includes planning and evaluation, whereas early childhood learning contains themes related to the child's immediate environment (Fatimah Zahro, 2015).

The learning process in ECCE always begins with planning. Learning planning is carried out at the beginning of determining the needs of children, adjusted to the age of the child, the activities to be carried out are adjusted to the theme and sub-theme, learning media, methods and types of evaluation used (Fitri, 2017). This planning is carried out aimed at achieving learning objectives. After planning the initial selection of activities, this initial activity is an activity to advance to the chosen theme and activities for refraction of activities and activities to open knowledge to children (Azizah et al., 2021). The initial activity is the most important carried out during the learning process because the initial activities can make children more interested in the learning process to be carried out.

The initial activities that have been carried out are continued with core activities involving students directly to carry out activities adapted to learning media (Roza, 2012). The core activity aims to develop children's social skills where children can take turns carrying out activities, communicate with each other with their friends, and regulate emotionally in children.

After the core activities go well, followed by the final activities, this final activity is an activity that reviews what is done during the learning process. The last is the evaluation activity; the prior activity during the learning process aims to assess whether this teaching and learning process is carried out correctly (Hani, 2019). Evaluation of commonly used learning through checklists, children's work, and anedok notes.

The learning process carried out while in school is an important role of an educator. An educator is a person who is guided to provide guidance or direction to the child; this educator is the second parent to the child in the school. Educators are role models for children, and educators are examples for children to do everything, especially regarding responsibility and discipline (Rifa & Suryana, 2022). This educator can also be said to be a facilitator for children, providing information or learning appropriate to the child's needs.

A good educator is an educator who can create a learning atmosphere that suits the child, an atmosphere that the child likes, and an atmosphere that can make the child directly involved. Educators prepared by the school are educators in their fields. After that, educators must be able to create activities on each theme, such as peak themes.

At the time of teaching and learning, some problems look like there are facilities and infrastructure that are not suitable for the needs of children, that creativity in educators is inadequate with the existing theme, which causes learning activities only to use children's worksheets not using direct activities for children. This problem must be quickly given a solution.

Researchers will analyze this problem through SWOT activities to assess how the learning process management in Zam-Zam Kindergarten in Pariaman City will be managed. SWOT is an activity to evaluate or analyze an institution, which is revealed through strengths, weaknesses, opportunities and opportunities that exist in an institution (Munafiah, 2020). This SWOT has the purpose of describing how an institution and showing what the advantages of the institution are. Based on the above presentation, researchers want to analyze the management of the ECCE learning process through the evaluation of ECCE in educators.

## 2. METHOD, DATA, ANALYSIS

The descriptive qualitative research method is a research method to describes research results related to ECCE learning management using SWOT evaluation to explain the advantages and disadvantages of ECCE institutions (Sugiyono, 2019). Data analysis techniques with observation where this observation is carried out through structured observation by observing the teaching and learning process. The informant interview on this study was the principal, and lastly was the documentation, documentation that was carried out by looking at the RPPH and photos of the learning process. The interview instruments and observation instruments would be shown as table 1 and table 2 below.

Table 1 Interview Instruments

No	Instrument Description
1	Activities un ggulan from school
2	Daily, weekly, monthly and annual activities
3	The process of teaching and learning activities
4	Criteria for educators in schools
5	existing facilities in the school

Table 2. Observation instruments

No	Denotation Description
1	Paying attention to the teaching and learning process
2	Comparing the teaching and learning process of one class with another
3	Analyzing the leading activities in an institution
4	Analyzing the shortcomings that exist in an institution
5	Pay attention to the activities in the school

### 3. RESULT AND DISCUSSION

#### Result

The researcher wanted to evaluate the learning management man in Pariaman city kindergarten using SWOT, where the activity began with interviewing the principal's mother, namely Suryana S ari S.Pd mother and the results of the interview with the informant, namely Mrs Suryana Sari S.Pd stated that the teaching and learning process in this school is that children get experience in the learning process. The teacher prepares the play activities to be carried out and the media and arranges the play environment before the day the activity will be carried out. When the learning process is ongoing, the teacher acts as a facilitator who provides lighter questions to provoke children to be more innovative and creative in carrying out play activities and to make children more interested and fun when learning/playing. The function of this learning strategy is to make students more active and makes children gain knowledge directly from the teaching carried out and allow them to apply it now (Hasanah, 2018).

The headmaster also said that the activities that the school has designed are based on discussions with educators at work meetings every semester. As for the form of children's learning activities that are based on the theme, children are usually taken to learn directly about nature; children now observe the location/place or subject on the article discussed, such as visits to coconut groves, turtle breeding, to the mayor's office, to the beach. While the monthly activities that can be done with parents are *making cooking* classes, consultation days with psychologists, inspiration classes, projects with parents, and parenting activities. Annual activities by carrying out children's art performances with teachers and parents. The programs implemented in kindergarten make the community interested and have value in the eyes of the community.

After that, the principal also explained that the educators in the school had obtained the S1 PAUD qualification of their own accord, using the incentive funds provided by the Pariaman City Government. For educators who do not have the qualifications of S1 PAUD, the principal prepares programs to improve the competence of these educators, such as carrying out comparative study activities, internal and external coaching, and attending training, workshops or tutoring for these educators. This is done to make educators understand how the learning process is best for students and fundamental knowledge. Educators are facilitators for children to get information, and the information provided by educators is from teachers' experiences during seminars or activities seen from social media and other educators (Christianti, 2015).

#### Discussion

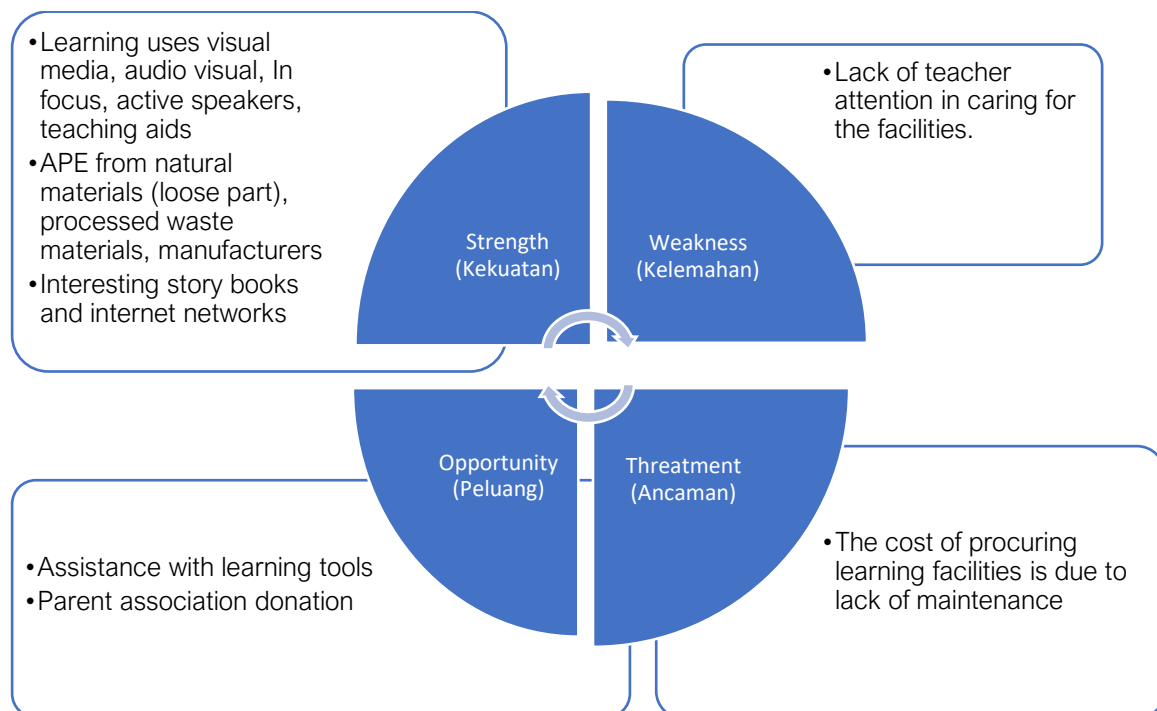
According to the Ministry of Education and Culture of the Directorate of ECCE (2022), it is stated that quality ECCE consists of 4 service elements, namely (1) The quality of the learning process; (2) Partnership with parents; (3) Support for the fulfilment of essential early childhood services, and (4) Leadership and resource management. Infrastructure is one of the elements that support children's learning process services, such as providing play tools manufactured or sourced from natural materials, comfortable classrooms and so on. Availability of space in units as a place to play/learn. The space to play can be interpreted as something other than a classroom. The playground is an area that educators can use to encourage students to move and observe. For example, parks/gardens/rice fields/beaches are used as places for learning activities. The availability of APE can be manufacturer's APE, homemade, APE from natural materials, waste materials and manufacturers. Units are encouraged to provide APE derived from tools and materials used in everyday life, both available in the child's environment. APE manufacturing materials can also be encouraged by utilizing waste (reusable waste). In principle, units are encouraged to develop accessible and varied APE for developing various aspects of child development and safe for learners. Interacting with educational game tools allows learners to gain hands-on experience by hearing, seeing, groping, living and feeling.

Based on the type of facility services, it is divided into 2 (two) groups, namely:

- a. Learning facilities, including: (1). facilities to carry out the learning process completeness in the classroom, for example, whiteboards, OHP, LCD, microphones, props, consumables and other (2) laboratory equipment, according to the type of laboratory of each ECCE institution.
- b. Learning resource facilities consist of textbooks, journals, magazines, information sheets, the internet, and CD-ROMs. These learning resources must be selected, sorted, and adapted to the learning objectives. (Tamaya, 2017).

The learning facilities and learning resources in kindergarten have led to the creation of a fun, safe learning environment and support the process of teaching and learning activities of students; this can be described in the following SWOT table 3 below:

Table 3. SWOT Scheme for Zam-Zam Kindergarten Learning Infrastructure



#### 4. CONCLUSION

Management of the Early Childhood Learning Process Using the SWOT Evaluation Method in Educators In Taman children zam-zam below there are many strengths in the kindergarten, which is a particular concern for the community which is seen from the exciting learning process after that, the visible weakness is the teacher's attention in caring for or serving Sara in schools, after that the opportunity that often occurs is outside assistance for means that are good things and finally the threat that often occurs costs in the learning process that require high prices, this makes special attention by the community.

#### 5. ACKNOWLEDGE

This article could be used by educators and institutions, which can be an illustration so that the institutions we have can be even better. This research is expected to continue to be the latest research. We want to thank all who contributed to this research.

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