

Communication Harmonization Strategy between Al-Fikh Orchard Management with Construction Branch in Kuala Lumpur, Malaysia



Mavianti¹, Nurul Zahriani JF², Rizka Harfiani³, Abdurrohman Chapakiya⁴

^{1,2,3} Universitas Muhammadiyah Sumatera Utara. Jl. Kapten Mukhtar Basri No. 3 Medan – Indonesia

⁴ Fatoni University. 135/8 Tambon Khao Tum, Amphoe Yarang, Chang Wat Pattani 94160, Thailand – South Thailand

ABSTRACT: Success in establishing and maintaining harmonious communication in an educational institution will have an impact on the school's success in realizing its vision and mission. The differences in distance, mindset, and perception of each coach will of course give rise to new problems. However, it doesn't have to be a problem because these differences actually strengthen the determination to continue to advance Tadika al-Fikh Orchard. Researchers want to dig deeper into the communication harmonization strategy established by Al-Fikh Orchard Management with its Cawangan in Kuala Lumpur, Malaysia. So that the development of Tadika Al-Fikh Orchard is progressing rapidly as it is now. The founder certainly knows more about the vision and mission of the Al-Fikh Orchard. He is a person who really understands the goals to be achieved, the strategies for achieving them, the management of the process, the colleagues needed to support and help realize the educational mission promoted by Al-fikh Orchard. This research uses a qualitative approach, with a case study type of research conducted at Tadika Al-Fikh Orchard Kuala Lumpur, Malaysia. Data collection techniques were carried out by means of observation, interviews and documentation. The data analysis technique used is Spradley domain analysis. The data validity test technique uses the triangulation method. To test the effectiveness analysis, use the in-depth interview method to explore the information needed in this research. The results of the analysis are presented in qualitative descriptive terms. The results of the research found that the founder certainly cannot move alone in advancing Tadika, at least she really needs support from his husband as a good support system to realize his mission. The management must also prepare a program that can be implemented by the target branch. Apart from that, strong leadership and focus on the goals to be achieved are also strengths in dealing with the various characters of the team being built.

KEYWORDS: Harmonization, Communication, Management, Al-Fikh Orchard, Cawangan Binaan

I. INTRODUCTION

School management is an activity that is carried out routinely, effectively and efficiently to improve school performance in realizing national educational goals and institutional goals, the results of which can be seen from several indicators that have been determined by the school. In this case, the foundation owner or founder and school principal must have the ability to establish communication, especially if they already have a branch or fostered branch which has responsibilities related to coaching and development as well as the progress of the school they lead.

In order to be able to maintain the stability of communication with the construction branch, it is necessary to maintain the harmonization of communication with them. It is necessary to control the movement of construction branches in order to carry out the vision of the mission of the kindergarten in accordance with the vision of the mission that has been set by the founder. Considering that those who are protected or controlled are human beings who cannot be controlled because they have a way of thinking that is sometimes not compatible with the founder's mind, then of course it is very much needed.

This research aims to determine the communication harmonization strategy between Al-Fikh Orchard management and its target branches in Kuala Lumpur, Malaysia. This research is important to carry out because school management has a very important role in maintaining the stability of the school's journey, especially since it already has fostered branches spread throughout the Kuala Lumpur area, Malaysia. To maintain harmonious communication with the target branch, of course special skills are needed that must be possessed by the founder and the entire support team. Considering that those controlled are humans who have ways of thinking that cannot be controlled by humans, of course more effort is needed to be able to maintain harmony both with teams that already have the same vision and mission as well as teams from the target branch itself.

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Teachers and communicators, in this case the management of Al-Fikh Orchard, must be able to be competent pioneers in interpreting the vision, mission and frequency with the founder so that the implementation does not deviate from the curriculum provided by the founder. Apart from that, the management team must also have the ability to maintain adequate communication harmonization, even though the appearance may not be changeable, the competencies can be learned and pursued. This can be achieved by improving literacy and numeracy skills with strategy of communication.¹ The importance of this problem must be addressed, so it is necessary to first examine the communication harmonization strategy between Al-Fikh Orchard management and the target branch in Kuala Lumpur, Malaysia. After that, in-depth observations and interviews were carried out to obtain more information so that the problem formulation could be answered.

Terminologically, communication according to Berelson and Steiner has defined that communication is the process of conveying information, ideas or concepts through the use of word symbols, numbers or graphics to other people. There are two definitions of communication that have been put forward by experts, which have the same understanding, that communication can be viewed effectively, whether from ideas or information that has become a common property between the communicator and the communicant (implementation of communication). From various opinions of communication experts, according to the term, it means "the process by which an idea can be transferred from a source to a recipient or can have the intention of changing their behavior."²

Communication is needed in every line of life and the world of education is no exception. For this reason, teachers and all school residents must have good communication skills so that school goals can be realized.³ As the implementer of good school management, the founder must have high creativity to be able to create the best program so that it can be implemented by all central and branch school management that adapts to the character of the region without having to ignore the local wisdom inherent in the region where the education takes place. Effective and efficient communication certainly involves many aspects because it does not only rely on verbal communication but also intonation, language and even body movements.⁴ Harmonious communication will be established if it is done with the heart without any intention of getting rewards from people.⁵ There are five things that communicators or teachers must pay attention to in developing a communication strategy, namely target audience, message preparation, method determination, selection and use of media, and the role of the communicator.⁶

Management can be understood as the process of working together between individuals and groups and other resources to achieve organizational goals. Where management cannot be separated from leadership itself, it can be understood that leadership lies in the leader himself.⁷ Good PAUD management needs to pay attention to several things, namely 1) Supporting the management to become more professional and competent; 2) Supporting increased teacher creativity and teacher team performance; 3) Make it easier for teachers to discover children's talents and interests; 4) Increase the trust of parents and the surrounding community; and 5) Children develop academically, character and spiritually. Education will be formed by harmonizing communication between all school members.⁸ In Malaysia, registered child care centers are identified as places that offer care on a fee basis for four or more children under the age of four from more than one household.⁹

Al Fikh Orchard an early childhood education center (Tadika) known as Tadika Al Fikh since 2011, started with a Kindergarten in Taman Setia Klang and then expanded to several kindergartens around the Klang Valley and in 2019 jumped with a new brand , Al Fikh Orchard with 20 kindergartens across the country. Al- Fikh Orchard is determined to build a glorious future generation through the platform of early childhood education because at this age is the most appropriate time to develop and form good values in children. Al Fikh Orchard provides an integrated learning concept involving the development of academics, spirituality, attitudes, values, social, communication that covers the pillars of education set by the National Pre-School Standard Curriculum in addition to the integration of effective learning methods such as classroom learning methods, montessori, *fun learning*

¹ Nur Hasanah, Amanda., Mavianti. Strategi Membangkitkan Motivasi Belajar Pendidikan Agama Islam untuk Anak di Tadika Al-Fikh Orchard, (Jurnal : Journal on Teacher Education, Vol. 4 (2), 2022), doi: <https://doi.org/10.31004/jote.v4i2.9585>.

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⁵ Jelantik, A. A. K. (2019). Dinamika Pendidikan Dan Era Revolusi Industri 4.0. Yogyakarta: Deepublish.

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⁹ Rahmatullah, Bahbib, Muhamad, Norshakila, Samuri, Sozana Mohamad, Yassin, S. M. Overview of Early Childhood Care and Education in Malaysia. (*AK Journals : Hungarian Educational Research Journal*, 11(4), 396–412, 2021). doi:<https://doi.org/10.1556/063.2021.00074>

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and others. Apart from that, it also provides space for children with special needs to receive education, namely by providing skills for teachers to deal with or serve these special children.¹⁰

Tadika Al Fikh Orchard Network, Tadika Al Fikh Orchard provides an early childhood education system (Kindergarten) in accordance with the National Pre-school Standard Curriculum. Using an effective learning approach in accordance with the level of the child and the target of the educational pillars, namely the Communication Pillar, the Spiritual Pillar, Attitude and Values, the Humanity Pillar, the Physical Development and Aesthetics Pillar, the Science and Technology Pillar, and the Skills Pillar. The Al Fikh Orchard Kindergarten chain is your best choice probably around you.

Kindergarten Entrepreneur Guidance Program; Al Fikh Orchard is determined to produce an intelligent generation from the early stages of education. Therefore, through Al Fiqh Orchard Early Childhood Consultancy would like to share the mission of building a great generation with educators. Al Fiqh Orchard *Early Childhood Consultancy* provide opportunities for entrepreneurs who are interested in running their own kindergartens by providing entrepreneurial guidance advisory services, early childhood education modules, management training and teaching to ensure that kindergarten entrepreneurs are competitive and successful as kindergarten entrepreneurs.

II. FORMULATION OF THE PROBLEM

As for the formulation of the problem in this research is "how does the management of Al-Fikh Orchard take care of the communication harmonization strategy with its branch in Kuala Lumpur, Malaysia.

III. RESEARCH PURPOSES

This research aims to:

"Finding out how the management of Al-Fikh Orchard maintains a communication harmonization strategy with its construction branch in Kuala Lumpur, Malaysia.

IV. RESEARCH METHODS

This research uses a qualitative approach. This qualitative research process involves important efforts, such as asking questions, and procedures for collecting data from participants, analyzing data, and interpreting the meaning of the data.¹¹ The goal of qualitative research is to understand certain situations, events, groups, or social interactions.¹² The basic data for this research is the communication harmonization strategy between Al-Fikh Orchard management and its target branches in Kuala Lumpur, Malaysia. This type of research is a case study. Case studies focus on case specifications in an event, whether it includes individuals, cultural groups, or a portrait of life. A case study is a research strategy in which the researcher carefully investigates a program, event, activity, process, or group of individuals.¹³ In this case, what is being studied is the communication harmonization strategy between Al-Fikh Orchard management and its target branches in Kuala Lumpur, Malaysia.

The data collection techniques used in this research are: First, observation. Qualitative observation means that researchers go directly to the field to observe the behavior and activities of individuals at the research location. In this research, the researcher observed the communication established by the founder with the fostered branch in communicating the vision, mission and programs as well as the evaluation that had been designed. Second, Interview. Qualitative interviews that the researcher conducted *face to-face* interview (face to face interview) with the founder, you can also interview via WhatsApp. Interviews in this research are collecting data by conducting interviews to dig up information about the Al-Fikh Orchard. Third, Documentation, namely collecting data in the form of documents that support research, such as: educational curriculum, programs, communication strategies and so on.

The data analysis technique used in the qualitative approach, with the type of case study in this research is qualitative analysis using the Spradley model, namely by conducting domain analysis. Domain analysis in research is carried out to obtain a general and comprehensive picture of the social situation being studied or the object of research.¹⁴ The target achievement indicator is the knowledge of the communication harmonization strategy between Al-Fikh Orchard management and the target branch in Kuala Lumpur, Malaysia.

¹⁰ Harfiani, Rizka, Mavianti, Mavianti, Fitri Tanjung, E. Practical Application Of Inclusive Education Programs In Raudhatul Athfal, 1(1990), 333–339, 2019.

¹¹ Creswell, J. W. *Research Design Pendekatan Kualitatif, Kuantitatif dan Mixed* (3rd ed.). (Yogyakarta: Pustaka Pelajar, 2010).

¹² Locke, L. E., Spirduso, W. W., & Silverman, S. J. *Proposals that work: A Guide for Planning Dissertation and Grant Proposal*. (CA: Sage, 2007).

¹³ Creswell, J. W. *Research Design Pendekatan Kualitatif, Kuantitatif dan Mixed* (3rd ed.). (Yogyakarta: Pustaka Pelajar, 2010).

¹⁴ Sugiono. *Memahami Penelitian Kualitatif*. (Bandung: Alfabeta, 2012).

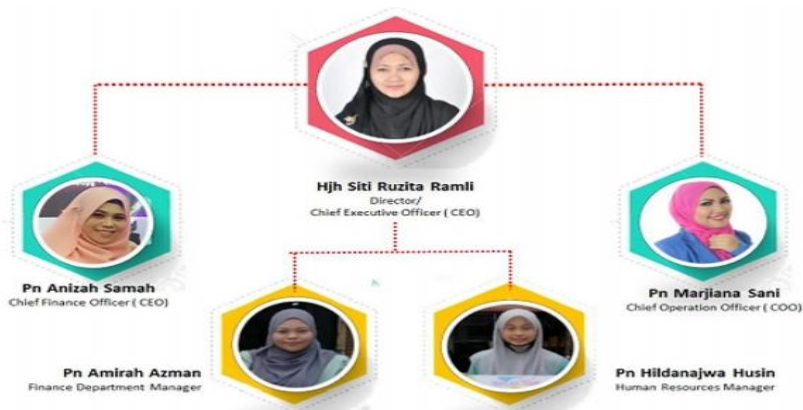
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V. RESULT AND DISCUSSION

Al-Fikh-Orchard is an Islamic Kindergarten and Child Development Center using the concept of classroom management and Montessori in accordance with KSPK (Kebagsaan Pre-School Standard Curriculum). As for the Al-Fikh Orchard team, among others: **Hjh Siti Ruzita Binti Ramli** as **Founder & CEO**; Born on 2nd June 1972, Founder of Al Fikh Kindergarten (Al Fikh Orchard *Training & Consultancy*) and Director of Jr Planners Sdn. Bhd (Registered Town Planning Consultant). Educated with a Bachelor's Degree (Honours) in Town and Regional Planning, UTM and an Early Childhood & Preschool Diploma holder from Universiti Utara. Malaysia and Counseling & Psychology, University of Malaya. Currently continuing his studies at the Master's level in the field of Early Childhood. Held the position as Secretary of the Islamic Kindergarten Association of Malaysia (PERTIM) for 12 years, the Selangor Kindergarten Consensus Council (MPTS) and *Malaysian Islamic Early Childhood Congress* (MIECC). Is a PERTIM Lead Trainer and has been involved as a Preschool National Curriculum Drafting Panel, Ministry of Education Malaysia. Once appointed as a National Pre School Standard Curriculum Trainer (KSPK). Many are involved in the construction of modules such as the Human Values-Based Curriculum Model Development Workshop by UPSI, Road Module by JKR and SPIES Module & EHSAN Module by SUK Selangor. Holds a position as Chairman of the Dynamic Women's Consensus Organization and Managing Director of Dynamic Desire consultancy who is heavily involved in the development and guidance of entrepreneurs and early childhood education in particular. Involved in humanitarian missions especially for education and children issues such as Gaza, Syria and Rohingya and became one of the Power Position Members *Malaysian Women Coalition for Al Quds Palestine* (MWCQP). Often invited as a guest on TV AlHijrah and TV3 especially on the issue of early childhood education. The existence of Al-Fiqh Orchard Consultancy contributes by helping teachers and education practitioners to care more about early childhood education so that there is no glaring difference in treatment of children.¹⁵ Remembering the times Preschool is one of the most important developmental stages in childhood which, if paid attention to, can lead to healthy personality development in adulthood, because concepts related to cognitive, emotional, emotional and social are formed and developed during this period.¹⁶

Al-Fikh Orchard Advisory Institute namely **Master Mohidin Mokter** as **Al-Fikh Orchard Shariah Advisor**. He is also the executive director of Fitrah Guidance & Consultancy Active in da'wah efforts, as a speaker, book lecturer, moderator and forum panel. He is a religious speaker certified by the Selangor Islamic Religious Council and the Negeri Sembilan Islamic Religious Council. He often appears on TV Al-Hijrah, TV 9 and TV 3. **Mrs. Zaharah Awang** as **Al-Fiq Orchard Parenting Program Advisor & Speaker**; he is also the managing director of Az-Zahrah Network. He is very experienced in early childhood education, often invited by TV stations such as TV Al-Hijrah, TV 3 and TV 9. He is also the Deputy Chairman of the Islamic Kindergarten Association of Malaysia (PERTIM) and the Chairman of Selangor Islamic Kindergarten.

Manajemen Agency of Tadika Al-Fikh Orchard



Picture 1. Al-Fikh Orchard Management Board Arrangement

¹⁵ Yunus, F. W. (2019). Practitioners' views on learning using children's peer interactions amongst under three year old children in Selangor, Malaysia. *Asian Journal of University Education*, 15(3), 54–68. Doi: <https://doi.org/10.24191/ajue.v15i3.7821>

¹⁶ Saniei Abadeh, S., & Abedi, A. (2019). The Effectiveness Of Quinn's Early Childhood Education Program On The Self-Esteem Of Preschool Children. *Quarterly Journal of Child Mental Health*, 6(2), 160–169. Doi: <https://dx.doi.org/10.29252/jcmh.6.2.14>

Entrepreneur Trainer of Tadika Al-Fikh Orchard



Picture 2. Entrepreneur Trainer of Tadika Al-Fikh Orchard

The results of the research carried out can be described as follows: The history of the establishment of Al-Fikh Orchard began when Puan Siti Ruzita, who at that time around 1998 was still working as a working woman but had young children who still needed extra care from their parents. This condition means he has to be able to divide his time between work and children. However, over time there is a feeling of guilt towards the child because he focuses more on work than on the child. Starting from these conditions and after sharing with her husband, who apparently supported her decision to take care of the child, which had an impact on the founding of Tadika. Where his initial students were his own children. As time went by, finally in 2002, they started to develop Takika and in 2018, Al-Fikh Orchard's Tadik branding began to be known to the general public. In the beginning, it was a very extraordinary achievement to have 20 branches. And over time the branches owned continue to increase. And until the time this research was conducted, the number of branches under Al-Fikh Orchard in Kuala Lumpur, Malaysia, was 40, spread throughout the Kuala Lumpur area.

Communication links between the management of Al-Fikh Orchard and the construction branch in Kuala Lumpur, Malaysia, which was carried out with *First* offline, that is, there is a direct meeting with the construction branch management. *Second*, training the management division in every branch in Kuala Lumpur. *Third*, hold a meeting at the end of the year attended by the entire management of the construction branch, and *fourth* hold a meeting with a duration of 3 times in 1 year. This was done to maintain the harmonization of communication with the entire management of the Al-Fikh Orchard Kindergarten branch. The strategy carried out to establish harmonious communication with the construction branch is also through communication *up to down*. This was also done to show the central management's concern with the management of its building branches. Such concern is also a new motivation for construction branches to further develop Kindergartens in their area.

The program that has been designed by Al-Fikh Orchard management is that every year Al-Fikh Orchard Management prepares and provides *planning project every year*. The central management that plans the project to be implemented together with the construction branch kindergarten. And each construction branch has a shared responsibility to make the project successful. In running the project, of course, not everything is smooth, but there are obstacles in synergizing the program with the construction branch. As for the obstacle, it comes from human resources. Considering the different human characters, it is certainly a challenge for the management to still be able to communicate well with the construction branch. And sometimes because of the difference in character of the people who lead the management in the construction branch, it became one of the reasons why the construction branch resigned from the management of Al-Fikh Orchard. So it's more to the character and mindset that is not developed so that it is easily influenced by thoughts that poison the determination to continue running the kindergarten management under the construction of Al-Fikh Orchard Kindergarten. So that became one of the reasons for the construction branch to withdraw from the management of Al-fiq Orchard.

However, there are things that have become the strength of Al-Fikh Orchard's management so that it can survive to this day, namely leadership and focus. The solidity of the core management team in carrying out program planning means that Tadika Al-Fikh Orchard can continue to run. The friendships that are forged are able to encourage enthusiasm to persist in carrying out the duties carried out in the management of Tadika Al-Fikh Orchard. Apart from that, focusing on goals is also important so that they remain strong even though obstacles and challenges always exist. And the most important thing is to focus on carrying out your duties wholeheartedly.

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VI. CONCLUSIONS

The desire to establish an educational institution was due to the condition of the founder who at that time was a working mother but had young children. With strong determination, Tadika Al-Fikh Orchard was established which until now continues to grow and has 40 branches spread throughout the region of Kuala Lumpur, Malaysia. As a founder with the management team, of course, you must establish harmonious communication with all construction branches. What has been done is to prepare a variety of programs that can be run together with all Kindergarten branches built by Al-Fikh Orchard. By doing joint activities both online and offline, it will certainly increase the harmony of work and family relationships between the management team and all elements of the construction branch. Obstacles and challenges in running the management of Tadika Al-Fikh Orchard, of course, but the strength of leadership and focus on purpose become a powerful weapon in order to remain able to run Tadika Al-Fikh Orchard and continue to grow until the future.

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