



Parents in Choosing Motivation Viewed from ECD Profile Educational Institutions

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Abstract

Parental awareness about the importance of education from an early age is increasing. As time, a parent is required to be a parent today should have a specific strategy for the future of their children. This is evidenced by the amount of attention given to the selection of children's education. In terms of selecting parent education see specific criteria. This research uses descriptive qualitative research method. The informant sources of primary data in this study are: Chief TK Kemala Bhayangkari 85 Kebumen and parents, Head of IT Ulil Albab Kebumen kindergarten and kindergarten students' parents as well as State Trustees and Parents. The collection of data through interviews, questionnaires, observation and documentation. Data analysis included, data collection, data reduction, data presentation and conclusion. The results of this study indicate that the motivation of parents in choosing ECD at three institutions, appeared with the reasons vary, in kindergarten Kemala Bhayangkari motivation of parents come together with an awareness of the importance of early childhood education, school quality was good, school fees affordable, location close to home and easy access, as well as young police uniform as a special attraction. TK IT Ulil Albab, parental motivation occurs because the predicate and school achievement, faith-based education, child's comfort, service provided by the agency to the child and the parents in the form of communication intertwined easy and open. Motivation parents choose TK Negeri Pembina State is the predicate, the location is in the city center, the resulting output as well as extracurricular drumband. And a unique and characteristic as an attraction to the public. TK Kemala Bhayangkari 85 with little police uniforms and marching band activities, TK IT Ulil Albab with the peculiarities of his religious training and TK Negeri Pembina Kebumen with domestic status and output. Which indirectly may attract the attention of parents and children, so that in the end they decided to choose the institution

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INTRODUCTION

Today the Government of Indonesia is very intense launched Education. Early Childhood With the purposes of Indonesia which will make the generation gold of in 2045 as a mark 100 years of Indonesian independence. Along with the program Government parents' awareness of the importance of children's early education began to emerge. Early Childhood Education (ECD) is a development efforts are aimed at children from birth to the age of six years with national standards and the age of zero to the age of eight years using international standards is done by giving the stimulation and education stimulus physically and spiritually so that children have readiness in further education levels.

Each child is a gift to parents in the world. This is evidenced by every parental leave and try their best to the children, not least in terms of education. The first education for children is the family as forming the character, nature and attitudes of children before they get a formal education. Parents have responsibility full for their children Ambaryanti (2013). But parents have limitations in educating their children, so the responsibility for the education delivered in schools. Parents have a dominant role in the education of children, because the parents are the ones who understand the need for education of children and as well as the need for child development.

The task of parents to direct their children to choose a good school and in accordance with the stages of child development. Tutorial parents also serves to provide an assessment of the schools to be selected. It is not that parents wrong choose the school and the child is not depressed with the direction of the parents. Influence The parental comes from the motivation of parents to choose the child's school.

Parents motivation arising from impulse that occurs in parents and encouragement that occurred from the outside. Urge within the parent in question is they have a goal to be achieved by choosing school the best for their needs. While the impulse that appears from the outside that is the persuasion of friends among the parents who will choose the child's school. Similarly Danim (2004) says motivation is defined as the strength, encouragement, needs, encouragement, pressure, or psychological mechanism that a encourages person or group of people to achieve specific achievements line in with what he wanted. High and low motivation that existed at parental that influence on children to determine the direction of education. Parent's motivation arises from a

variety of viewpoints to choose a school that can provide facilities and can facilitate the process of learning and development of children. Regarding the education of their children parents need their cooperation with other parties such as school parties. With the cooperation and mutual trust between parents and the school will create child maximum education, objectives and expectations of parents in education of children to be achieved in terms of education preschoolers / before entering primary education.

Preschool education for children is very diverse, ranging from the Daycare, Playgroup, Kindergarten. Based on the facts on the ground, some parents choose the child's school without the seeing specific criteria, they chose the school with the most important reason children, to have a willingness to school and the children feel happy. Many parents believe that schools are essentially the same only difference is only in ways that the school each in providing educational services to children. Other parents believe children's education is not a problem, because they are aware that the higher the cost of the school is reflected in the facilities and output is assigned a school. Many parents do not consider the location of a school, a location adjacent to the highway with easy access into the right choice. According to them (parents) school is located on the edge of the highway can be accessed easily using a variety of vehicles such as private vehicles or public transportation (public transportation, rickshaws, motorcycles or elf).

And lastly there are some parents who not the did consider children's education is stressed in religion. They argue that all schools and learning activities of children already contains a religious aspect. Based on this background, the problem in this research are: (1) How is the motivation of parents in choosing ECD in terms of profile of the institution? (2) How is the role of institutions in influencing the motivation of parents choose a school of early childhood education as a child?

RESEARCH METHODS

Based on the main issues that will be studied, researchers will use qualitative descriptive approach. Qualitative descriptive approach is investigated troubleshooting procedures to describe or depict the state of the research subject or object (person, institution, community, etc.) at the present time based on the facts that appear as such. According Sugiyono (2013) method of qualitative research is a method research that is based on the philosophy post positivisme, is used to exa-

mine of the condition natural objects. The location of this research is TK Kemala Bhayangkari 86 Kebumen, IT TK Kebumen Albab Uliland TK Negeri Pembina Kebumen.

RESULTS AND DISCUSSION

Each agency / unit early childhood education has a color. different In this case the question is the learning model, a special program/ program featured applied to the institution. Both TK Kemala Bhayangkari 85 Kebumen, Kebumen Albab Ulil IT TK and TK Negeri Pembina Kebumen have their own way in the program or school activity that does not directly affect the motivation of parents to choose the institution as a place their children study. Based on the results of questionnaires and interviews, showed that the motivation of parents in choosing early childhood institution in terms of profile, namely:

Motivation parents choose TK Kemala Bhayangkari 86 Kebumen: high of awareness parents' early childhood, school quality is good, school affordable fees, school locations close to home and easy to access, little police uniform as a special attraction. Many parents who choose TK Kemala Bhayangkari because they thought TK Kemala Bhayangkari different from schools other in view of a police uniform child.

This is in accordance with the opinion of Kurniawati & Nurdin (2014) the condition of the parents that affect the education of children among them, the objective conditions of parents covering (condition parents, education level parent's) and Events a subjective include (leadership democratic parents, how parents educate children and how to provide services).

TK IT Ulil Albab Kebumen, parental motivation appears as the title of school a good and accreditation, religious education, school locations that are easily accessible, comfort and service of school children are cooperative and open. The above is in accordance with the theory put forward by Mc. Donal in Sadirman (2012), the motivation to contain three essential elements are: (1) That the motivation that led to a change of energy on every individual human being, (2) motivation characterized by the appearance, taste, affection someone, and (3) the motivation will stimulated for their purposes.

Motivation parents TK Negeri Pembina Kebumen include, predicate school, State school locations that are close and easy to reach, and output the produced by TK Negeri Pembina. This is in accordance with the opinion of Uno (2014) which says motivation the is internal drive and

external in a person to make changes in behavior, which has the following indicators:

(1) The desire, (2) lack of motivation and needs, (3) their hopes and ideals, (4) appreciation and respect for self, (5) the existence of environment a good and, (6) The existence of interesting activities. The role of the school's Institute to create banners to the inform agency TK Kemala Bhayangkari to the public every year. TK IT ulil Albab not currently create a brochure for a media campaign, only the information via radio. The school believes that without making banners and promotion to the public, many people who sign up and there are many that cannot be accepted in kindergarten IT Ulil Albab and TK Negeri Pembina Kebumen never create a media campaign in any form, this is done because many enthusiasts who want to register and kindergarten schools in Negeri Pembina, while enrollment is limited. Parents chose institution, the not based on the information disseminated by the school. But through the local community in which the school information visits of alumnus TK Negeri Pembina, and also for their interesting and factors different of each institution in accordance with the circumstances of each parent. This is in accordance with Government Regulation No. 17 of 2010 on the management and delivery of education, which states: definition and characteristic of each type of school institutions.

CONCLUSION

Motivation of parents in choosing ECD at three institutions, appeared with different reasons, in kindergarten Kemala Bhayangkari parental motivation coincided with the awareness of the importance of early childhood education, the quality of good schools, school fees are affordable, the location is close with a place to stay, easy access, as well as young police uniform a as special attraction. Unlike the IT Ulil Albab kindergarten, parental motivation occurs because the predicate and school achievement, faith-based education, child's comfort, service provided by the agency to the child and the parents in the form of commutation intertwined easy and open. Motivation parents choose TK Negeri Pembina State is the predicate, the location is in the city center, the resulting output as well as extracurricular drumband. Each school has a unique institution and the hallmark as an attraction to the public. TK Kemala Bhayangkari 85 with police uniforms little and marching band activities, TK IT Ulil Albab with the peculiarities of training his religious and TK Negeri Pembina

na Kebumen with domestic status and output. Which indirectly may attract the attention of parents and children, so that in the end they decided to choose institution.

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