“ASSESSMENT and quality in EDUCATION”

The 7th UPSI - UPI INTERNATIONAL CONFERENCE IN EDUCATION

31 Oktober - 01 November 2016
Universiti Pendidikan Sultan Idris
Tanjong Malim, Perak, MALAYSIA
Contents

WELCOMING NOTE

APPRECIATION

KEYNOTE

PROFESSOR DATO' DR. ZAKARIA KASA
Vice Chancellor, Universiti Pendidikan Sultan Idris

PROFESSOR H. FURQON
Rector, Universiti Pendidikan Indonesia

PROF DR H. MOHAMMAD FAKRY GAFFAR
Rector of UPI 1995-2005

PROFESSOR DR. ZAYED OJAIR AL-HARETHI
Cultural Attaché Office for the Embassy of Kingdom of Saudi Arabia

PROGRAMME

31 October 2016 (Monday)
01 November 2016 (Tuesday)

ABSTRACT

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PROGRAMMES OFFERED IN FACULTY OF EDUCATION AND HUMAN DEVELOPMENT, UNIVERSITI PENDIDIKAN SULTAN IDRIS
Appreciation

- KERAJAAN NEGERI PERAK DARUL RIDZUAN
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and to those have helped ensuring the success of this conference, either directly or indirectly.
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PROFESSOR DATO’ DR. ZAKARIA KASA
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Title: “ASSESSMENT AND QUALITY IN EDUCATION”

KEYNOTE 2
PROFESSOR H. FURQON
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KEYNOTE 3
PROF DR H. MOHAMMAD FAKRY GAFFAR
Rector of UPI 1995-2005
Title: “TEACHERS OF THE FUTURE-CHALLENGES IN IMPROVING QUALITY TEACHER EDUCATION”

KEYNOTE 4
PROFESSOR DR. ZAYED OJAIR AL-HARETHI
Cultural Attaché Office for the Embassy of Kingdom of Saudi Arabia
Title: “HOW TO MEASURE OUTCOME OF EDUCATION”
Programme Schedule

01 NOVEMBER 2016 (TUESDAY)

08.30 am  Parallel Session 3
           Block C

09.30 am  Parallel Session 4
           Block C

10.30 am  Tea Break
           Level 5, Convention Hall, E-Learning Building

11.00 am  Keynote 3
           Level 5, Convention Hall, E-Learning Building

11.45 am  Keynote 4
           Level 5, Convention Hall, E-Learning Building

12.30 pm  Closing Ceremony
           Level 5, Convention Hall, E-Learning Building

01.00 pm  Lunch
           Level 5, Convention Hall, E-Learning Building

In Campus Tour (Optional)

02.30 pm  Visit to National Research Development and Research Centre
           (NCDRC)
           Sultan Azlan Shah Campus

04.15 pm  Visit to Sultan Abdul Jalil Shah Campus
study, the issue of school marketing is explored through interviews with the school principals of each of the case-study schools, interviews with the staff involved in the school choice process, interviews with parent governors, documentary analysis and observation. The results show that each school has different approach to responsibility in marketing, and different targeting strategies. The schools are market oriented in some ways, but lack a competitor orientation. The results of the study will contribute to understanding marketing in a competitive school environment. Adopting marketing as a holistic management process should be considered by school leaders to maintain the school’s competitive advantage.

Keywords: School marketing, secondary school, marketing in education.

VALUES CHARACTER DEVELOPMENT STRATEGY BASED ON LOCAL WISDOM IN STATE PRIMARY SCHOOL IN RIVERBANKS REGIONAL BARITO KUALA DISTRICT

Chairil Faif Pasani, Nanik Mariani & Syaharuddin
Universitas Lambung Mangkurat Banjarmasin, Indonesia

ABSTRACT

Efforts in accordance with the character formation of national culture through a series of learning activities triggered by the massive destructive behavior, asocial, anarchists, the depletion of honesty and lack of attitude of patriotism and nationalism by the younger generation in Indonesia today. On the other hand, the cultural wealth in the form of local wisdom of a society at a local, save a myriad of local knowledge (local genius) potential and have a strategic function of the process of internalization through a learning process in the classroom at primary school level. Banjar community around the area riverbanks in Barito Kuala have local knowledge in many areas of life, particularly in the field of agriculture and fisheries. Ways to manage natural characteristic of both aspects of the property owned Banjar people in the area so that the necessary in-depth study to dig deeper for the next inventoried character values in it. The purpose of this study to explore the values of characters are sourced from local wisdom Banjar community in the area along the river Barito Kuala. This study used a qualitative approach with descriptive methods. This research was conducted at the State Elementary School is located in Barito Kuala, with a purposive sampling. Outcomes of this research is the discovery of the development strategy model character values at Primary School level with local knowledge-based society in Barito Kuala Banjar South Kalimantan.

Keywords: The formation of character, local wisdom, riverbanks, Banjar community.

BURNOUT DALAM KALANGAN GURU DAN HUBUNGANNYA DENGAN GAYA KEPIMPINAN PENTADBIR SEKOLAH

Zulkifli Mamat, Nor Azian Mohamed Bukhari, Siti Aminah Abu Bakar
Universiti Pendidikan Sultan Idris

ABSTRAK

Kajian ini bertujuan untuk melihat sifat-burkot burnout dalam kalangan gurum-guru, khasnya yang berkaitan dengan gaya kepimpinan pentadbir sekolah. Reka bentuk kajian ini adalah yang berbentuk kuantitatif, jenis korelasi. Satu set soal sedikit yang mengandungi empat bahagian iaitu Bahagian A : Latar belakang subjek, Bahagian B : Soal sedikit Burnout, Bahagian C : Soal sedikit Kepimpinan dan Bahagian D : Komentar. Soal sedikit ini telah ditadbirkan ke atas seramai 140 orang guru daripada tiga buah sekolah menengah iaitu Sekolah Menengah Kebangsaan Agama...
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