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The Strategy Transforming Purpose and Fundamental Management from the School of Meteorological, Climatological and Geophysical (STMKG) Agency Indonesia

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ABSTRACT

The research aims to explain the basic and objectives of the School of Meteorological, Climatological and Geophysical Agency which was originally the academy became college. Hopefully this change has a positive impact on organizational performance. The transforming the Academy of Meteorology and Geophysics (AMG) to the College of Meteorological Climatology and Geophysical (STMKG) is based on two factors. Internally, it can produce graduates who are reliable, trusted and recognized by the world and become the center of excellent for the education of Meteorological, Climatology and Geophysical (MKG). Externally, the change is based onThe rapid technological and community demands that the meteorological, climatological and geophysical agency (BMKG) is able to answer problems related to disaster is expected to minimized victims and disaster losses. This research uses qualitative methods with the case study approach, data collection using the purposive sampling technique since researchers want to get from various competent sources. The novelty of this research was conducted in the school of technical background that graduates are required to have the soul of socio entrepreneur, because it must provide information to the community in accordance with the jargon of BMKG namely fast, precise, accurate and understandable. The results showed that the changes that occurred resulted in a reliable graduate as a civil apparatus of the state placed throughout the task executing unit in the BMKG environment and provide MKG information in various areas such as Flight related weather info, high wave info, agricultural info planting time the most suitable and seismicity related to the potential of a tsunami.

Keywords: Transformation, Organization, School of Agency
JEL Classifications: L2

1. INTRODUCTION

The main strategy for a successful company stated by Hertati and Sumantri (2016) is with company development and internal implementation consistent with the objectives and functional policies and reinforcing its position in the market. Strategy is seen as a way or a way to integrate the company's functional activities (including marketing, production, research and development, finance, and the like). Furthermore Hertati and Sumantri (2016) states that it is consistent in making goals and policies based on an analysis of strengths and weaknesses (internal) with an analysis of opportunities and hands (external). Furthermore Syafarudin and Sudiarditha (2018) states the strategy means the company's actions in adjusting to its environment (compare with SWOT analysis). What is meant by strategy is management of dynamics, not static balance. The company's strategy is a central concern with creation and exploitation (distinctive competences). There is a unique strength of the company which is the key to success in competition (Syafarudin and Mulyana, 2019).

Strategy is a process or a series of decision-making activities that are fundamental and comprehensive in nature, accompanied by a

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determination of how to implement them, which are made by the leadership of the organization and implemented by all levels of the organization to achieve the goals. Hertati and Sumantri (2016) states that strategic management as an art or science in formulating, implementing, and evaluating various cross-functional decisions that enable an organization to achieve goals. Strategic management focuses on the process of setting the goals of an organization, making and developing policies and plans to achieve goals, as well as allocating resources to implement policies and plan the achievement of organizational goals. Applying a good strategy and right on target is needed for any activity, especially in running a business.

The presence of atmospheric sea reciprocal interactions with the low-pressure center development in the Southwest Indian Ocean, can develop into tropical storms associated with insecurity and high rains. The formed atmospheric vortex will also affect the surface of the sea by upwelling/lifting of the sea water mass column near the surface due to the atmospheric siklonic vortex on it, as in the journal (Siswanto et al., 2019). The territory of Indonesia occupies 70% of the maritime continent is a region with climate variability between its year modulated by the southern El Nino South Oscillation (ENSO). Surface heating (cooling) in the tropical Pacific Ocean of the Middle and East together with cooling (heating) in Indonesian waters related to the El Nino phenomenon attenuates (strengthens) the circulation of Walker and therefore affects the climate in Indonesia. However, changes in the regional circulation not only affect rainfall as well as extreem rainfall that results in extreem dryness and floods related to ENSO (Tangang et al., 2018). The degree of damage caused by earthquakes is generally influenced by the magnitude and distance of the epicenter. Local geological conditions and local footprint effects also affect earthquake damage and hazard levels. As in the case of local effect phenomenon at BAntul May 27, 2006. In Bantul earthquake it was relatively small magnitude but resulted in thousands of people death and lost houses. Earthquake caused by local geological conditions. Graben Bantul is a basin containing loose material products of Merapi eruption (Daryono, 2012).

Landslides are one of the most widespread and common natural hazards. In areas with high vulnerability, these complex hazards can lead to significant social and economic impacts negatively. For this, early warning is required such as risk assessment and mapping, dissemination and communication, formation of disaster preparedness and response teams, development of evacuation maps, standard operating procedures, installation of monitoring services and and the development of local commitments for operation and maintenance of the entire program (Fathani et al., 2016).

Flood in Manado City on January 11, 2015 (Kompas.com/Ronny Adolof Buol)
sumber: https://regional.kompas.com id

One of the trigger factors for the dry season and the evenly distributed drought in Indonesia is El Nino.
Sumber: https://blog.act.id/

Earthquake and Tsunami in Aceh 2004
Sumber: The Japan Times

Landslide in Garehong Village, Cisolok, Sukabumi that happened on December 31, 2018
Sumber: https://www.dw.com

Based on various events related to meteorology, climatology and geophysics, BMKG as an institution assigned according to the Presidential Regulation No. 61 year-2008 namely carrying out government duties in the field of meteorological, climatology, and geophysics. Government duties include the field of air quality. BMKG should be more robust and optimal in coordinating and mitigate disasters and is expected to produce new regulations to create an institutional that specifically addresses disaster. To perform the task and function BMKG need human resources that are reliable and skilled in their field so that the need of a college that educates the cadets who have the ability in the field. The government established the Academy Meterology and Geophysics (AMG) in 1955 but along with thetechnology and the increasingly complex environment, especially in the era of globalization required an effort to improve the competency The graduates, hence the issuance of Presidential Decree no. 35 year 2014 on the changes of the meteorology and Geophysical Academy into meteorology and Geophysics High School. Therein mandated that the change of AMG into STMKG aimed to fulfill the needs of human resources are educated and professional in the field of meteorology, climatology and geophysical. Change is one of the answers to answer the challenge. In this regard, the research aims to explain and examine the basis and objectives of the school which is the college of BMKG.

2. LITERATURE REVIEW

2.1. Strategy Transformation

The right strategy and organized in an organized manner will make it easier for an organization to carry out its mission to achieve its goals. Hertati (2015) states that management strategy is a series of managerial decisions and actions that determine the performance of a company in the long term. Strategy transformation is an effective strategy planning and regulation that is carried out so that business objectives are achieved and of course the business can last for a long time. Furthermore Syafarudin (2016) states the notion of strategy transformation is a series of managerial decisions and various activities that determine the company's success for the long term. These activities include strategy formulation/planning, strategy implementation/implementation, and evaluation. Furthermore Syafarudin and Sudiarditha (2018) states that the notion of strategy transformation is a large-scale planning oriented towards achieving future goals, and is defined as a fundamental decision. The plan allows the organization to carry out its mission in an effort to produce something, (operational planning to produce goods and/or services and services) quality, and optimization that is directed at achieving the organization's strategic objectives.

In line with Hertati (2015) said that the notion of strategy transformation is a process compiled systematically by management to formulate a strategy, implement a strategy, and evaluate the strategy implemented. All of these activities are aimed at realizing the vision and mission of an organization. According to Hertati and Sumantri (2016), stating the understanding of strategy transformation is a process carried out by managers and employees to formulate and implement strategies in providing the best customer value to realize the organization's vision. After knowing the definition of strategy transformation, of course we also have to know what the goals are. As the name suggests, in strategic management a manager is in charge of developing a set of corporate strategies and is usually more associated with marketing. There are four main strategic management goals in business:

1. Give Direction in Achieving Goals. As already mentioned in the above organizational management understanding that the manager's role is to direct all parties in this case the company's resources to carry out activities that lead to the company's goals. A clear direction of activities must be the basis for controlling and evaluating success.
2. Maintaining the Interests of Various Parties Managers in developing strategies by meeting the needs of each party such as suppliers, employees, shareholders, banks and also the wider community. These components play a role in the success or failure of policies made.
3. Anticipate Every Change Evenly With the existence of strategic management allows executives to anticipate changes and prepare guidelines for control. The aim is to broaden the perspective of thinking.
4. Relating to Effectiveness and Efficiency Strategy managers are responsible not only for concentrating capabilities above the interests of efficiency but also having serious attention to resources to work hard by doing work effectively.

In its implementation the objectives of strategic management are as follows:

1. To implement and evaluate the strategies that have been selected effectively and efficiently.
2. Aims to evaluate performance, review, review, make corrections and adjustments if found irregularities in the implementation of the strategy.
3. To create a new strategy that is formulated to suit the development of the external environment.
4. 2. Aim to review the strengths and weaknesses of the organization, looking at opportunities and threats in business.
5. So that organizations can innovate on products or services so they can continue to be accepted by consumers.

Strategy transformation is very necessary for various activities to achieve goals well. Following are some of the benefits of strategy transformation:

1. Strategy management can produce the best decisions for the organization.
2. The activity of formulating a strategy will help improve the organization's ability to face various challenges.
3. Employee involvement in formulating strategies will make the brand understand and appreciate productivity, which in turn increases work motivation.
4. Implementation of strategic management will make an organization more sensitive to external threats.
5. A good management strategy will help prevent various problems that come from inside or outside.
6. Implementation of strategy management will make an organization's operational processes more effective and efficient.
7. Management strategies help companies to adapt to change.

8. Implementation of strategy management will make the organization more profitable than organizations that have not implemented it.

Process and Stages of business world strategy transformation, especially on a small scale, usually tends to ignore the basics of doing business. They tend to start a business without a plan, just setting goals without making a strategy. In a company, especially in commercial business, of course composing a transformation strategy is needed. The following are several stages in the process of developing strategic management:

1. Formulate the strategy
   At this stage the organization will develop its vision and mission, conduct a SWOT analysis, determine and set the organization's long-term goals, and several other alternative strategies.
2. Implement the strategy
   At this stage, the strategy that has been set and then implemented is for example designing the organizational structure, distribution of resources, making policies, developing decision-making processes, and managing human resources, marketing efforts (read: Understanding Marketing), and others.
   - Reviewing various internal and external factors that form the basis of the formulation of strategies that have been applied previously.
   - Measuring current performance.
   - Make improvements to previous performance deficiencies for future success.

How to Arrange Effective Business Strategies Now that we understand the notion of strategic transformation and the importance of strategy in running a business. However, we do not yet have a powerful move to form a good business strategy. how to develop effective business strategies:

1. Critical Thinking Someone who thinks critically will be easier to find out the problems that exist today.
   By knowing a problem, someone will later try to find a way out. Now, in carrying out a good strategy, one needs to think critically to be able to identify problems that occur within the scope of internal and external so that it will reduce the risk of failure in business.
2. Creative thinking
   In doing business, we are required to think creatively, especially in determining the types of products or goods to be produced. The excellence of a product or service and its needs in people's lives will help attract their interest to use it.
3. Dare to take risk
   Business is a hard world, full of twists and nothing goes smoothly. To start a business requires people who dare to take risks. People who doubt will have difficulty even getting started. However, in its implementation, someone who is brave enough to take risks also needs to work hard so that the business they run will bear fruit.
4. Open and opportunistic thinkin
   Open thinking is very important in business, especially seeing your business in a different perspective to come up with new ideas. People who think openly will be easier to banker and build on criticism from others. An opportunist will find it easier to find and exploit opportunities.
5. Be Original
   Create products that can be typical of the business you are in without needing to copy others, because that is what distinguishes your product from other products in the eyes of consumers.

2.2. Fundamental Management

The fundamental notions are all related to economics. Very related to the economic situation. So you have to capture the shares to be selected, according to their eligibility. This fundamental term, is also often used in government or politics. Usually associated with the economy of the government. Fundamental or basic foundation of an ideology. Syafarudin and Mulyana (2019) states that planning is in the form of determining the initial steps that enable the organization to be able to achieve a goal and also concerns the efforts made to anticipate trends in the future and the determination of a strategy to realize the target goals of an organization. Furthermore, Hertati and Sumantri (2016) states that fundamental management is determining the set of actions to achieve the desired results. Furthermore Syafarudin and Sudiarditha (2018) states that fundamental management is a function of managers in the selection of alternatives, policy objectives, procedures and programs. Hertati (2015) explains that the types of planning can be differentiated into goals, policies, procedures, regulations, budgets, programs and strategies. Thus fundamental management is planning divided into three types, namely: (1) Strategic Planning Is a process of planning in which decisions about organizational goals will be achieved through the management of resources and funds owned, based on policies that have been determined previously. (2) Planning to control management is a planning process where managers are responsible that the use of resources and funds are used as effectively as possible and as efficiently as possible to achieve organizational goals. (3) Operational planning is a process in which efforts to carry out certain activities are guaranteed as effective and as efficient as possible.

From several statements about fundamental management, the researcher concludes that planning is a thought process in choosing and determining what programs will be implemented in the future to achieve the desired results. (2) Organizing (organizing) Organizing functions in English are organizing originated from the word organize which means to create a structure with parts that are integrated in such a way, so that their relationship with each other is bound by the relationship to the whole. Organizing is certainly different from organization. Organizing is a management function and a dynamic process, while organization is a static tool or container. Organizing can be defined as determining the work to be done, grouping tasks and distributing work to each employee, determining departments (subsystems) and determining relationships. To understand organizing in depth, it is necessary to know the meaning of organizing according to some experts. Hertati (2015) suggests that fundamental management regarding line organizations is that there is centralization of authority at the level of organizational leadership so that various functions are centered in the hands of certain leaders because it clearly separates the areas of leadership activities (managerial as the center of

authority) and the fields of technical activities (non-managerial). As a result, certain requirements (generalists are all round, can be knowledgeable) for positions of leadership that differ from those of technical/specialist workers who are vocational. In addition, organizational definitions are put forward Hertati and Sumantri (2016), according to their function Manager organization includes determining the classification of activities needed for company goals, grouping these activities into a section led by a manager, and delegating authority to carry them out.

According to Hertati and Sumantri (2016) there are three forms of fundamental management that are quite popular and so far have been used in public organizations, namely: a. Line Form is the simplest structure. Lines are marked by vertical lines of relationship between each level of the organization. All members of the organization take orders through the scalar principle. The authority structure in this form is very clear and developed in organizations that have a small scope. Command distribution system from the top to subordinates involves all operational and support activities, so that all structures under the manager are involved in operational activities. Line and Staff Form lines and staff produce construction structures that are somewhat different from the first because of the addition of staff. The staff is only a facilitator, and helps the leader's tasks such as providing input, advice, helping supervision. However, staff lacked authority and direct relations with subordinates. Staff are appointed based on their expertise. C. Matrix Form matrix is a form of project organization. This form is a combination of human and non-human resources that are processed together and are temporary, and made for special purposes. When it is finished, the human resources concentrated there will return to their respective units.

2.3. Influence of Strategy Transformation on Fundamental Management

Transformation is as quoted in Widanarto Journal (2016) is the process of switching from a certain period to the next that occurs due to innovations or changes in both structural and procedural, planned or unplanned. Widanarto mentioned that transformation is essentially a continuously ongoing process. This transformation includes reforming, restructuring, rearranging the priority of development/revitalization and renewal. Transformation in a concise manner means a fundamental process of change in human self. Maulani (2012) writes that in Webster Dictionary it is mentioned: "To transform means to change in form, appearance or structure; Metamorphoses To change condition, nature or character; To change into another substance." It is stated further that: "That is, while all transformation is change, not all change is transformation. Transformation is a change in kind; Not a change in degree" An organization is a container/tool in the activity to achieve objectives through the concept of leadership, either in the sense of the Organization in general or referring to work together to realize common goals. Therefore, leadership is a very important element in an organization, must have the ability to influence people to reach the organisational (Daft, 2009) quoted from Hafulyon (2018).

Hertati (2019) states that organizational change is the action that an organization has from the prevailing conditions that are now headed to the future conditions in the desire to increase its effectiveness. Susanto (2016) suggest that organisational change is any change related to the person, structure or technology. As Ferlan quoted in his journal (Poluakan, 2016). Susanto (2010) stated that as an educational and training institution, in order to improve the quantity and quality of education and training that can be achieved through the improvement of educational programs in the school of education in the form of the Academy of Meteorology and Geophysical to the College of Meteorological Climatology and Geophysical. The increase in quantity will be reflected from the change of AMG form to STMKG and the enhanced quality reflected from the improvement of educational elements that include: (i) Educator power; (ii) Curriculum and syllabus; (iii) Methods of education and training; (iv) The level of technological development; (v) Teaching and learning facilities; (vi) Applicable national and international standards. The school of Meteorological, Climatological, and Geophysical, which is further abbreviated as STMKG, is a university organized by the Meteorology, climatology, and geophysical under and responsible to the head of Meteorological, climatological, and geophysical.

3. METHODOLOGY

This research used a qualitative approach with a case study method, a method describing the phenomenon that took place in the BMKG School in the year 2018. Sampling techniques are selected purposive sampling. A total of 40 informants with the criteria chosen by the researcher. The informant consists of the civil apparatus of the state in the BMKG environment as a policy stakeholder, the users of STMKG graduates and STMKG maintainers. The method and research procedure of this research used a case study design by Yin (2015), with the following stages: (1) Study Questions (research questions); (2) Research theorem or theoretical framework (study proportion); (3) Identification of the analysis Unit; (4) Logical relation of data with theorem or theoretical (logical relationship); (5) Criteria for interpreting findings (Figure 1).

Meteorology Climatology and Geophysics Council (2014), states that primary data is derived from interviews, observations, email interviews and group discussion focus so that the data gathered deeper and richer through social interactions among informants. While secondary data is extracted from data gathered from human resources, leaders and some experts are involved in the focus of group discussions. That Meteorology Climatology and Geophysics Council (2014), states that therefore, data encoding is implemented for qualitative and thematic analysis data analysis is used with text that is divided into small units (phrases, sentences,

Figure 1: Interpreting findings

or paragraphs), each unit is labeled, and then each unit is grouped into Code (Creswell and Clark, 2011). The codes were then examined for patterns and organized central themes throughout the individual case and, to protect the informant. As presented by (Rony et al., 2019) in his research on the journal Asia International Multidisciplanry Conference.

4. RESEARCH AND DISCUSSION

That Indonesian Government (2014), states that based on research conducted in the field of researchers found the basic of the foundation of the school of geography of geological, geographic, geofisis, environment, foreign relations and international cooperation has occurred considerable change meteorological, climatological, and geophysical fields. As a competent government agency in the field of meteorology, climatology, and geophysical, BMKG felt the need to improve human resource development through the AMG education, but the curriculum and syllabus that was enforced at the AMG while still is based on operational technical capability, so the alumni do not have a strong basic of science and yet have adequate analytical and conceptual capabilities. That Indonesian Government (2008), states that therefore, it takes a strategic step towards fulfilling human resource needs through increased education status. The results of interviews and observations in the field, the goal of the school to be held for education, research, and community service in the field of meteorological, climatology, and geophysical in accordance with national standards of education and International The availability of the curriculum and syllabus that is centered on strengthening basic sciences to produce alumni who are able to think conceptual analytic to meet the needs of experts in the field of MKG in the region of Indonesia; Increasing the quality and quantity of education personnel gradually; Increasing laboratory facilities and infrastructure, libraries, and other supporting facilities and infrastructure in accordance with the development of technological science; Increasing mental quality, attitudes, and the conduct of the academic civitas consistently and continuously; Institutional accreditation and study programs according to the prevailing provisions (Figure 2).

As the development framework display, STMKG as an educational institution that later the results of graduates into civil apparatus BMKG is expected to facilitate the needs of human resources according to competence in exposure to BMKG head in meeting activities National Evaluation (Ravalnas) on December 06, 2018. Indonesia is the largest archipelago in the world, being between two oceans and two continents, located right on the equator, traversed by the ring-of-fire volcano and the Tektonis fault. This causes Indonesia to be very vulnerable to earthquakes, which on a certain scale is not uncommon to cause a tsunami. The damage inflicted a variety of development results in an instant, stopping the activity of public life, and causing loss of life, and property loss. Besides, in the face of the development of the 4.0 industrial Revolution and the realization of educational institutions that are nationally and internationally required a change. STMKG as a school of education that graduates are placed in all units of work BMKG need to update the curriculum and syllabus accordingly and relevant to the development of technology and community demands for meteorology, climatology, quality Air, and Geophysical (MKKuG). The development of human resources started from the phase of the AMG to STMKG. STMKG needs to be strengthened with adequate academic facilities and infrastructure and academic staff, including qualified teachers. Education and training is focused to prepare the reliable human resources and ready to perform and support the readiness of the automation process, both from the technical and the quality of the client. Research and development is concentrated on the development of more operational methods to improve the accuracy and precision of forecasts and early warning. Development of the Indonesian Center of Library for Metetrology Climatology and Geophysics Dintegrasikan to become a world class information center and library and provide services for all MKG activists.

In line with research conducted by (Fathani et al., 2016) necessary avalanche warnings such as risk assessment and mapping, dissemination and communication, formation of disaster preparedness and response teams, development of evacuation maps, procedures Operation of standard operations, installation of monitoring and warning services, and the development of local commitments for operation and maintenance of the entire program. In exposing the events due to the MKG disaster, human resources are required to be competent to map, mitigate and dissemination of MKG related information. With the change of school, the education is expected to re-graduates of the curriculum and syllabus is still focused on the technical capabilities of the operational, in the future has a strong science basic and has adequate analytical and conceptual capabilities. can use technology so that potential MKG disaster can be minimized.

Figure 2: In the future, it takes smart ASN with profile integrity; nationalism with global Insight; able to operate IT and speak foreign; hospitality networksing; entrepreneurship

The change of BMKG's school that originally academy became a college was also based on the needs of the BMKG in accordance with the current vision and mission of BMKG. BMKG Foundation is supported with TEWS, ISEWS, MEWS, ISEWS, CEWS programs in order to realize the welfare of the community. From a strong foundation born conduciveness and mechanism of effective, efficient, and optimal work management, but also the technical pillars of Meteorological information Service system climatology and geophysical and strong air quality, Modern and world class. The foundation requires a good organizational culture in the world of BMKG, including the school under the BMKG, where the graduates will someday become successor candidates in BMKG. The process of changing the academy to a high school is one of them aims to support the fulfillment of organizational culture competencies in BMKG, including curriculum, syllabus, facilities, and infrastructure. Through this change, BMKG's School of Life, now called STMKG, is claimed to be a college that can support all BMKG needs in line with today's technological developments.

5. CONCLUSION

The phenomena of meteorology, climatology, and geophysics and their changes must be monitored widely and continuously throughout the territory of Indonesia, so that the impact can be better anticipated, quickly and precisely so as not to hamper and destroy the implementation and results of development, and does not harm and threaten Indonesia citizen's safety. The long-term development of BMKG clarifies the fundamental tasks and functions to participate in the development and safety of humanity, both at the national and international levels. With the foundation supported by a study and strong culture of organizational work ethic in the form of institutional administration of the planning, implementation, regulation, procedures, monitoring and evaluation and supervision up to the development of capacity Include education, training, research and development. The strong foundation leads to a good working relationship, effective, efficient, and optimal among BMKG components so as to produce technical pillars of meteorological information Service system climatology and geophysical and strong air quality, Modern and world class. The durability of these pillars is blocked by the mechanisms of network system based on telecommunications and information technology, databases, as well as the support of the calibrating calibration and engineering capabilities that are capable, efficient, effective and optimal.

With the change from academy to college is expected to prepare the graduates who are reliable, ready to do and support the development direction that has been determined BMKG in providing data and information services to Community. STMKG graduates are also prepared to realize the good organizational culture in BMKG so as to support BMKG vision and mission.

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