

## ABSTRACT

SUNDRIA L. RITONGA The Management Strategy of Academic Quality at Akper Imelda Medan. Thesis Graduate Program of Medan State University, 2006.

The study is aimed: (1) To describe the students' needs for present and future time, (2) To describe the director's attitude as the highest leader of Akper Imelda Medan, (3) To describe team work between director, foundation, lecturers and administratives, (4) To describe strategy of academic quality service for the students and (5) To describe strategy of academic quality improvement for the lecturers and the administratives. The research applied was qualitative method by using observation technique, interviews, documentation study has been order to obtain the data from the director, assitants director, lecturers and the students. Information searching stopped by the time the new data could not gathered anymore. Afterwards, data validation was done through triangulation, source of references consultation, member check and comparing the interview result with observation result and documentation.

Research focus had been formulated through questions how the management strategy of academic quality improvement at Akper Imelda Medan related to elements of director, foundation, lecturers, administratives and the students.

Based on the research findings, it was found that : (1) The students' need for future time is to become proffesional nurse with good knowledge, skill and attitude. In order to have this aim, the management and the foundation shoul fulfill their present needs, (2) The attitudes that should shown by the director are to be able to improve the working system at academic field, able to improve the quality of the students, lecturers and administratives and able to build good relationship with related institutions, (3) Social interaction is the ultimate condition to have good network between director, foundation, lecturers, administratives and the students, (4) The improvement of service quality for the students could be held by improving the mechanism system of administratives, guiding the students' organisation, advancing extra activities, and doing more comparatives study to others Nursing Academies and hospitals and (5) The quality improvement for lecturers and administratives could be held by advancing Akper Imelda Medan's status into Sekolah Tinggi Kesehatan Imelda so lecturers with diploma background can advance their degree into Nursing Bachelor.

Based on the research findings, the recommendations offered are : (1) The bigger authority must be given to the director in order to enable her implementing her program supported by the foundation, (2) The director should prepare 2006 Competency Based Curriculum which started to implement by September 2006. Means that to prepare sylabus and Learning Activities Form, (3) Reducing constraint in facilities by making cooperation with stakeholder or government boards and (4) Improving lecturers and administratives working productivity through giving them internal and external motivation or through organization management in order to have clear focus and goal institution and good working system.