

## THE ROLE OF CREATIVE AND INNOVATIVE EDUCATION MANAGEMENT IN IMPROVING THE QUALITY OF LEARNING

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### **Abstract**

Creative and innovative educational management can help overcome the challenges faced by teachers in carrying out their duties. With a clear framework, teachers can have a guide that can help them organize their workload, plan learning, and cope with changes in policy and curriculum. Effective educational management can also provide the support, training, and supervision needed for teachers to continue to develop themselves and improve the quality of their teaching. The quality of learning is centered on the teacher's ability during the learning process in the classroom. Teachers are required to have the ability to plan learning, in the learning process, and in evaluating learning. When educators put forth the proper effort in imparting knowledge in accordance with the character traits of their students and the constraints of their teaching time, their attempts to apply teacher innovation and creativity management to enhance the quality of learning can succeed. Enhancing the quality of learning is largely dependent on creative and inventive educational management through innovation in the development of educational multimedia, the role of the principal in integrated quality management, the development of creative and innovative learning media, and the management of facilities and infrastructure.

**Keywords:** Role, creative and innovative educational management, quality of learning.

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## INTRODUCTION

Renewal accompanies the relentless rotation of the times with a time frame that has been set. Education reform is now primarily driven by the desire for more personalized services for students and better learning possibilities. Hence, by consistently working to create a curriculum that is in line with student demands, situational changes, and the growth of children, educational institutions must be able to foresee these developments. Education is essentially the process of imparting knowledge, which is typically done in three ways: orally, in writing, and via doing. Since science is the primary focus of education, there is essentially a close relationship between education and science. Decades of education demonstrate that the subject is becoming a more robust science in terms of both content and methodology.

According to Aniskina, N., & Terekhova, E. (2019) education is an important factor in the development of a country, because it has a very vital role in shaping individuals, preparing quality workers, and improving the welfare of society as a whole. To achieve these goals, it is important to ensure that an effective education quality strategy is implemented. In an era that continues to develop technology and information, educational innovation has become a key factor in improving the strategy of educational quality. In the education system, teachers have a very important role in creating an effective learning environment and improving the quality of education (Crosling, G., Nair, M., & Vaithilingam, S. (2015). Good teacher performance directly impacts student learning outcomes, and therefore, it is important to maintain and improve the quality of teacher performance. However, in reality, there are still various challenges faced by teachers in carrying out their duties. Teachers often face a heavy workload. They are not only responsible for teaching students, but also have to carry out administrative tasks, prepare curricula, face demands for performance evaluations, and engage in extracurricular activities (Toshqo'zieva et al., 2020). Excessive workload can lead to teacher fatigue and decreased motivation, which in turn can have a negative impact on the quality of learning. Teachers are often faced with changes in educational policies and curricula. Technological developments and social changes also affect the way they teach and the needs of students. Teachers need to keep up with the latest developments in education and develop new skills and knowledge to stay relevant and effective in teaching. However, not all teachers are able to overcome this challenge well.

The results of research conducted by Shermukhammadov, B. (2022) let pupils know that the integration of teacher creativity and innovation

management can enhance the quality of learning since every teacher makes the appropriate effort to impart knowledge based on the needs of the students and the teaching schedule (Ali, M. (2022). Research conducted by Nurul Hidayati Murtafiah in 2022 found that one of the keys to success in improving the quality of education is by carrying out performance control management for educators. Performance control management of educators can be carried out in various ways, such as taking skills training in their respective fields, participating in various scientific study forums that can increase knowledge and experience (Kerr, C., & Lloyd, 2008). Lack of adequate support and supervision for teachers is also a problem in improving their performance. In some cases, teachers may not get adequate training, guidance, or feedback needed to improve the quality of their teaching. Lack of supervision and support can hinder teachers' professional growth and hinder their performance improvement. Through appropriate management strategies, such as effective educational planning, continuous professional development, and objective performance evaluation, educational management can play a role in improving the quality of learning by improving teacher performance (Cachia et al., 2010).

Research and in-depth understanding of effective educational management in improving teacher performance are important. This article aims to analyze the concepts, strategies, and best practices in educational management to improve teacher performance, with the hope of providing practical guidance and recommendations for practitioners and educational policy makers. Improving teacher performance is directly related to the quality of learning and student achievement. Teachers who are able to deliver materials well, apply effective learning strategies, and motivate students will create an optimal learning environment. Therefore, efforts are needed to develop educational management that can improve teacher performance. Creative and innovative educational management can help overcome the challenges faced by teachers in carrying out their duties. With a clear framework, teachers can have a guide that can help them organize their workload, plan learning, and cope with changes in policies and curricula. Effective educational management can also provide the support, training, and supervision needed for teachers to continue to develop themselves and improve the quality of their teaching (Seechaliao, 2017). Good educational management can also help create a positive work culture in the school environment (Sofanudin, A., & Rokhman, 2016).

With effective communication, collaboration between teachers, and good resource management, educational management can create a work

atmosphere that is conducive to teacher professional development. This can increase teacher motivation, job satisfaction, and loyalty to the school, which will ultimately have a positive impact on their performance. Research on effective educational management in improving teacher performance can provide new insights for educational policy makers. The information and findings in this study can be used to design educational policies and programs that support teacher professional development (Gaybullaevna, D. N., & Jonpulatovna, 2021). By understanding best practices in educational management, policy makers can allocate resources more efficiently and effectively to improve the overall quality of education. Thus, research on effective educational management in improving teacher performance has significant implications for the world of education. Through a deep understanding of the concepts and strategies of appropriate creative and innovative educational management, it can create a better educational environment, where teacher performance is improved, the quality of learning increases, and student learning outcomes improve overall.

#### **RESEARCH METHOD**

This study uses a descriptive method by collecting data from various reliable sources, including literature studies and recent publications. A descriptive approach is used to describe the role of creative and innovative educational management in improving the quality of learning. The first stage in this research method is the collection of literature relevant to the research topic. A literature search is conducted through academic databases, scientific journals, and related publications that discuss the role of creative and innovative educational management in improving the quality of learning. The selected literature must be of good quality and relevant to the research objectives. After collecting the literature, an analysis and synthesis of the information found is carried out. Relevant data and information about the quality of learning, the urgency of improving the quality of learning in the digital era, the implementation of creative and innovative educational management, the problems of creative and innovative educational management in enhancing the quality of instruction, as well as the efforts of teachers to apply innovation management and teacher creativity to increase the quality of learning related to the research topic.

## **RESULT AND DISCUSSION**

### **Quality of Learning**

According to Biggs et al., (2022) quality is a subjective assessment of "customers". Quality has different meanings for every individual based on the situation. Many of the criteria used to define quality are dynamic. Different people will evaluate using various standards. Many people define quality correctly. The quality of learning is determined by three variables, namely school culture or habits, the learning and teaching process, and the reality (reality) of the school (Entwistle, 2015). Habits in schools carried out by both teachers and students at school can affect the quality of learning. When teachers teach in class, the stages of learning can affect the quality of learning. Habits in schools can be formed when students begin to get to know the school environment, and will become habits for students in the following school year. This can happen almost every year in every new school year. These habits will later continue to affect all residents in the school. The habits that are formed can affect the quality of the school. Sayed, Y., & Ahmed, R. (2015) stated that well-formed student characteristics will improve school quality, but if the characteristics are not well formed, it will hinder the improvement of school quality. Schools have a very important role in forming good characteristics for students. Learning and teaching activities are one of the activities that can affect school quality. This can also later determine the quality of graduates. The process of learning and teaching activities and the quality of the curriculum can also be influenced by the conditions or situations in schools. Reality is a real condition and situation that exists in the school environment, both physical conditions such as buildings and their facilities, and non-physical conditions.

Quality learning can be realized if schools follow government regulations. Process standards contain national education standards or regulations regarding the implementation of learning in schools to achieve student graduation standards. The educational process in schools is conducted in a fun way, following the times, creating innovation, and can motivate students to find their own creativity, each child is adjusted to their talents and interests, as well as psychological development. It is explained by the description above that learning is considered quality if students are happy, good behavior is formed, and skills can develop. According to Fernández Cruz et al., (2016) learning is a combination that is structured and encompassed by human factors, materials, facilities, equipment, and procedures that influence each other in achieving a learning goal. Related to quality learning, Darling-Hammond, L. (2021) stated that the concept of learning quality contains five

introductions, namely learning, suitability, efficiency, effectiveness, and productivity. The quality of learning is centered on the teacher's ability during the learning process in the classroom. Teachers are required to have the ability to plan learning, in the learning process, and in evaluating learning.

The characteristics of students are formed from the environment they live in and the values in the world of education. The increasing needs of society greatly affect the behavioral conditions of students. So that the world of education must have good quality education, in order to help in the process of personal development of each child. Quality learning must have a strong appeal, and the indicator is the opportunity to learn that is spread. With interesting and quality learning, the community will easily follow and be interested in registering their children to the school because the performance of the institution whose graduates stand out, complete facilities and infrastructure, quality human resources, become an attraction in itself for students. A comfortable and pleasant atmosphere will form a good personality for students.

### **The Urgency of Improving the Quality of Learning in the Digital Era**

The presence of management to improve the quality of education is very important and essential. Every process of education can be managed and controlled so that every implementation of education can be considered and monitored in all details of its operations. Educational management has also been used as an indicator of the quality of education at all levels of education. The presence of technology in this digital era is considered a form of gratitude, because the presence of technology can facilitate every human job, especially for teachers and students. Digitalization of education is an effective solution for education with limited archive storage space. In addition, in the digital era, students' need for available information is increasing along with the times (Wikanta et al., 2023). In the era of globalization, the need for information is growing. If students usually look for information only through teachers and books, students can now find all information easily via the Internet. If in the past teachers and students had to gather in one room just to get material, then in this era of digital education, due to the development of this technology, students and teachers do not have to meet when they want to study because they can do it through online learning applications.

The reach of the internet continues to grow, but still maintains the role of teachers as teachers. This change affects not only the needs of students, but also teachers as educators. Therefore, schools are a place to strengthen

information where students can learn better than with information technology alone. Educators are required to be able to intervene in this digitalization era in order to influence student learning outcomes in improving the quality of education. For example, when determining the learning concept to be used, now there are many learning concepts that educators can use to support success in managing the class. Based on this statement, there are at least two aspects that can change student learning outcomes, namely internal and external aspects. One internal aspect is students' interest in learning which greatly influences their learning outcomes. In this condition, teachers play a very important role, for example, determining the concept of learning. Today, there are many learning concepts that teachers can use to support the success of class management. In addition, in education in this digital era, technology can help teachers expand the facilities and learning environment used to stimulate students' interest and enthusiasm for learning. (Bandarsyah, 2021).

### **Implementation of Creative and Innovative Education Management**

The implementation of innovation in schools carried out by teachers is in accordance with the author's expectations since their kids are more enthused and motivated in learning the many courses taught, and because the innovations made can be embraced by their students. Teachers are also able to develop innovative teaching methods since they read a great deal of print and online material. As a result, the learning innovations that they have developed have been successful in enhancing students' reading comprehension. In relation to other studies conducted by Tatiana et al., (2022) demonstrates how creative teaching practices can boost student achievement in the classroom. Teachers who implement more innovative practices are more productive in their work. Examples of these practices include carefully planning lessons, creating visually appealing study spaces to enhance student engagement, providing media to encourage students to participate in class, creating school policies that support learning both inside and outside of the classroom, and more. The creativity of learning that has been carried out by teachers can also increase the enthusiasm for learning of their students, as evidenced by the fact that many students are increasingly interested in the process of instruction and learning both within and outside of classroom environment.

The emphasis on learning creativity by teachers also motivates students to be creative during learning. Learning creativity is associated with the results of research conducted by Gorbunov, et al., (2016) explaining that creativity carried out by teachers can increase the teacher's work motivation. Creativity

can be implemented in the way the teacher thinks and behaves. Creative teachers are teachers who are able to inspire excellence in learning in both themselves and their students. Children will study in a more enjoyable and engaging environment from creative teachers, who will also instill in them the need to learn more actively and enthusiastically in order to succeed in and out of the classroom.

According to Kravchenko et al., (2020) the implementation of creative and innovative education management involves various aspects that support student development in terms of creativity, innovation, and adaptability. Based on the results of the study, the implementation of education in elementary schools aims to build intelligent, creative, and innovative students, with the curriculum as a guideline for organizing learning activities to achieve national education goals. In addition, Whereas innovation is concerned with the generation, acceptance, and use of beneficial ideas, creativity is concerned with the creation of novelty and novel concepts. Creative and innovative teachers can find the right ways to overcome student problems that occur during learning in class, at school or outside of school. They also need to lead discussions in class and encourage children to express their creative ideas. In addition, the implementation using strategic management in raising educational standards is also an important part of supporting creative and innovative education. Online learning methods, such as using the Google Classroom, Whatsapp, Telegram, Zoom, and messenger applications, have become part of the implementation of strategic management to improve the quality of educational institutions. Innovative learning models also play an important role in creating an environment where students can learn new things regularly and think critically to question these things, or find new ideas from their own minds. Thus, the implementation of creative and innovative education management involves various aspects, from the curriculum, the role of teachers, to the use of technology in the learning process (Hordieiev et al., 2023).

### **Teachers' Attempts to Enhance Learning Quality by Using Teacher Innovation and Creativity Management**

Najibullah et al., (2022) stated that teachers' efforts In addition to raising their school level to a higher one in order for their thinking to expand as well, which will have an effect on increasing their innovation and creativity in teaching. They can use teacher creativity and innovation management to improve the quality of learning by updating learning materials on a regular basis

that are relevant to their respective subjects, either in print media, books, or via the internet. Additional attempts can be made to enhance services provided to students through e-learning and Total Quality service. Teachers' creativity and inventiveness can grow in this way, enabling them to effectively facilitate the process of teaching and learning, which can increase students' will to learn and improve their performance, which eventually improves the quality of the school.

Teachers' efforts in implementing When educators put forth the proper effort in imparting knowledge in accordance with the character of their students and the constraints of their teaching schedule, The quality of learning can be improved by innovative management and creative teaching. The challenge, though, is the dearth of educational resources that promote teacher and student growth and potentially lower the standard of instruction in classrooms. Some of the ways that educators are utilizing innovation management and teacher creativity to improve the quality of instruction include an e-learning system, Total Quality Service, and frequent changes to learning materials in line with their subjects whether through print media, books, or the internet instruction (Amtu et al., 2019).

In addition, teachers also need to maximize the use of technology to support the digital learning system. Innovative learning models also play an important role in creating an environment where students can learn new things regularly and think critically to question these things, or find new ideas from their own minds. In this context, teachers who have high creativity can increase teacher innovation, which in turn has an impact on interesting and quality learning. Innovative teachers are teachers who have new ideas based on various knowledge, skills, and behaviors that are actualized in various learning tasks, such as innovations in teaching materials (Pangestu, U., & Karwan, 2021). Thus, an e-learning system must be implemented as part of teachers' attempts to apply To raise the standard of instruction and foster innovative management and teacher creativity, the implementation of Total Quality Service, maximizing the use of technology, and creating an innovative learning environment.

### **The Challenges of Creative and Innovative Education Management in Improving the Quality of Learning**

Challenges in implementing creative and innovative education management to improve the quality of learning can include several aspects that need to be considered (Rosa, 2020):

1. **Digitalization and Accessibility:** The digitalization process in education requires the adaptation of digital technology in all aspects of learning, from teaching, assessment, to school management. One of the main challenges is ensuring accessibility that allows access to educational resources from anywhere and at any time.
2. **Inspirational Leadership:** Inspirational leadership can motivate teachers, students, and support staff to give their best in improving the quality of learning. However, the challenge that arises is making the right decisions to overcome challenges and respond to changes in the educational environment.
3. **Development of Innovative Learning Media:** Challenges in developing innovative learning media include the absence of instructional materials to promote teachers' and students' growth, which can lower the standard of instruction in classrooms.
4. **Use of Appropriate Technology:** Encouraging creativity and innovation in learning in the digital era is very important to do. Educators must continue to innovate and adopt the right technology to increase the effectiveness and efficiency of learning, so that they can prepare students to face a future full of challenges and opportunities.
5. **Policy and Curriculum Changes:** Challenges in facing changes in educational policies and curricula that have not been able to answer the quality of the process and the quality of graduates

In facing these challenges, creative and innovative educational management needs to pay attention to digitalized aspects, inspiring leadership, development of innovative learning media, use of appropriate technology, and changes in policies and curricula. By thoroughly comprehending these obstacles, educational establishments can create efficacious tactics to enhance the caliber of education (Khumsamart, 2022).

## **CONCLUSION**

Creative and innovative education management plays an important role in improving the quality of learning through several aspects that can be highlighted:

1. **Innovation in Educational Multimedia Development**

Creative and innovative education management enables the development of innovative educational multimedia, such as e-learning, to create a fun learning situation, encourage motivation and interest in learning, and empower students.

## 2. The Role of the Principal in Integrated Quality Management

The principal has an important role in implementing integrated quality management or total quality management to ensure the quality of learning, a conducive school climate, and full attention to students

## 3. Creation of Original and Creative Educational Materials

The production of creative and innovative learning materials, as well as the implementation of oversight of the application of creative and innovative education management, are also given consideration. education to improve and enhance the quality of the learning process and outcomes

## 4. Management of Facilities and Infrastructure

Management of educational facilities and infrastructure also plays a part in raising the standard of education, with an emphasis on raising the standard of instruction in schools by managing infrastructure and facilities well.

Thus, creative and innovative education management has a significant role. The principal's responsibility in developing instructional multimedia that is innovative and enhances the quality of learning integrated quality management, the development of creative and innovative learning media, and the management of facilities and infrastructure.

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