



## Increasing Competitiveness at Man 4 Kediri Indonesia through Principal Management Based on Verbal Intelligence

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### Abstract

The governance framework used by a school principal to perform management duties served as the inspiration for this study. To run successfully and efficiently and reach objectives as quickly as possible, an educational institution must first plan, organise, implement, control, and evaluate all of its components. The effectiveness of a school principal's management will be greatly influenced by their verbal intelligence. The goal of this study is to examine and identify the role that linguistic intelligence-based principle management has in boosting competition at MAN 4 Kediri.

In-depth interviews, active observation, and documentation are the methods used in this study's qualitative methodology to collect data. The Miles Huberman paradigm of data condensing, presentation, and inference is used in data analysis. Starting with site analysis at MAN 4 Kediri, site analysis employs the Bogdan model. By examining the data's credibility, transferability, dependability, and confirmability, you can determine its validity.

**Keywords:** Leadership, verbal intelligence, and competitiveness

### Introduction

Schools are supposed to be able to assist in the process of teaching the nation's youth in order to achieve overall educational objectives. Equivalents to high school play a crucial role in preparing adult students for the future they will face in the midst of such quick and dramatic change. The success or failure of a firm is largely determined by competition. 2020; Mashur and Dwi Nurjannah. Ability to compete against a business is being competitive. 2019 (Sugito Effendi et al.). Private and public educational institutions both need to preserve and improve their competitiveness. People are becoming wiser in their selection of their children's education as a result of technological advancements that are as sophisticated as they are now. Achieving competitiveness in a way that gives a learning institution leverage and the ability to compete is surely difficult. They began with advantages in producing high-quality and superior goods, offering suitable facilities and services, maintaining price policies that are still affordable to the market, constructing places that the market could afford, and other advantages. Educational institutions must be able to adequately monitor and manage every present educational process since they are aware of their competitiveness. To become more competitive, schools must be able to enhance management. Planning, organising, implementing, monitoring, and assessing came first. To accomplish the desired outcomes effectively and efficiently, cooperation from all groups is required. The

principal's crucial management role is unquestionably required in this situation. A school principal must be capable of performing managerial duties effectively. planning, organising, implementing, monitoring, and reviewing first

### Theoretical Review

Effective word use is a sign of verbal intelligence. Verbal intelligence aids us in talking, listening, reading anything (from traffic signs to great literature), and writing anything in daily life (from messages and emails to poetry and office reports). 2008 (Shurfah). Language processing and relationship skills are referred to as linguistic intelligence. Additionally, the capacity to communicate and transmit ideas are typically tied to language intelligence.

A person with verbal intelligence will be able to utilise words effectively, and speaking skill is typically associated with this intelligence. (2018) Ririn Setyorini To develop further and use the skills to their fullest potential, they must be refined. The study of verbal intelligence is a branch of linguistics, therefore interaction is important in interpersonal communication. Since language is used for communication, everyone may adjust to their surroundings (Hapsa Kamarudin, 2021). Everybody has unique qualities, personalities, and levels of intelligence. Consequently, it's imperative for someone to adjust.

Experts' definitions of verbal intelligence are as follows: (Tina Kristiana, 2020). According to Haryani, the capacity to

employ spoken and written language precisely and effectively is known as verbal intelligence, or clever words. One of the nine categories of intelligence that exist in humans, according to Howard Gardner, is verbal intelligence. One will be able to process good words and communicate successfully if they gain verbal intelligence. According to Setyorini, verbal intelligence refers to the capacity for effective word use in speaking. When speaking, one must also be able to organise their words in a pleasing manner that is simple for others to comprehend. Muhammad also highlighted verbal intelligence, which he defined as intelligence related to the capacity for clearly composing words or thoughts and being able to apply them effectively.

For those with high levels of linguistic intelligence, speaking long words back to themselves and repeating them easily comes naturally. (2015) Istinijsij and Ana Fitrotun It would be wonderful to cultivate and develop this intelligence for someone who believes they have linguistic intelligence as their natural intelligence. Among the aforementioned opportunities for someone with linguistic intelligence, one more is the ability to build a life. Therefore, it is crucial to cultivate and advance this intellect. According to Thomas Armstrong, there are a number of signs of verbal intelligence or intelligence that uses words: (2004) Thomas Armstrong He likes to read, tell stories, write stories or poems, learn new languages, have a strong vocabulary, use proper grammar, write emails or letters, and thoroughly discuss concepts. (2021, Nurul Anam).

### Methodology

Methods of qualitative research were applied in this study. A strategy to conducting research that is directed toward natural events or symptoms is known as a qualitative approach. The application of this research is fundamental, real-world, and organic. Field study, observational study, and naturalistic inquiry are some common names for this type of research. As a result, it must be carried out in the field rather than a laboratory.

John W. Creswell asserts that qualitative research starts with assumptions before applying a theoretical framework to the management of principles based on various intelligences to boost competitiveness. It is digested through looking at current issues and research that looks at how people perceive other people's understanding of social concerns. 2017 (Creswell). The descriptive aspect of qualitative research allows for detailed study through induction and the selection, sorting, classification, description, and conclusion of phenomena, events, and societal occurrences. This qualitative research further improves process and meaning.

A phenomenological qualitative methodology is employed by the researcher. This indicates that the researcher is using qualitative research methods and data collection to follow the context and expose the symptoms. The phenomenological approach makes an effort to comprehend people, their lives, or their experiences through their perceptions. Knowing people's impressions of something is crucial to understanding the world they live in. 2017 (Creswell).

### Discussion

To boost competitiveness, top management, which entails planning, organising, implementing, controlling, and assessing, calls for a system of interconnected aspects in educational institutions. The principal must be able to effectively communicate and impart all information by making use of their verbal intelligence.

According to Thomas Armstrong, linguistic intelligence is the ability to understand and relate to words in a language. Additionally, the capacity to communicate and transmit ideas are typically tied to language intelligence. (2004) Thomas Armstrong Someone with linguistic intelligence, according to Howard Gardner, would be able to accurately construct words and phrases. (2003) Howard Gardner Verbal intelligence, according to Ariani Shurfah, is the ability to use words wisely in daily interactions. Speaking, listening, reading anything—from road signs to great literature—and writing anything are all made possible by verbal intelligence (from messages and e-mails to poetry and office reports). 2010 (Shurfah).

An effective principal will be able to explain and transmit everything because he or she has verbal intelligence and knows how to use it to its fullest. For the school principal to effectively perform management duties, good communication is essential. Starting with planning, organising, executing, regulating, and evaluating, the planned management function is performed.

With the Multiple Intelligence Verbal/Linguistic Intelligence theory of Howard Gardner and Thomas Armstrong, management of principals based on verbal intelligence promotes competitiveness. In order to manage principals with growing competitiveness, the theory is applicable. In light of critical examination, research results have developed and supported Howard Gardner and Thomas Armstrong's notion of Multiple Intelligences Verbal Intelligence. Future development of the verbal intelligence-based principal management theory based on the multiple intelligence theory of verbal/linguistic intelligence could be used to boost competition in madrasas or schools.

### Conclusion

With the Multiple Intelligence Verbal/Linguistic Intelligence theory of Howard Gardner and Thomas Armstrong, management of principals based on verbal intelligence promotes competitiveness. In order to manage principals with growing competitiveness, the theory is applicable. In light of critical examination, research results have developed and supported Howard Gardner and Thomas Armstrong's notion of Multiple Intelligences Verbal Intelligence. Future development of the verbal intelligence-based principal management theory based on the multiple intelligence theory of verbal/linguistic intelligence could be used to boost competition in madrasas or schools.

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