

Online-Based New Student Admission Management at SMAN 2 Bulukumba

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ABSTRACT

This paper discusses online-based acceptance of new students at SMAN 2 Bulukumba which aims to find out 1) the planning for online-based acceptance of new students 2) the implementation of online-based acceptance of new students 3) the evaluation of online-based acceptance of new students 4) the inhibiting and supporting factors are in implementing online-based new student admissions management at SMAN 2 Bulukumba, 5) the solutions to obstacles to online-based management of new student admissions at SMAN 2 Bulukumba. This research uses descriptive qualitative research. The data sources in this research are primary data sources and secondary data. Primary data sources consist of the Principal (Hj. Jusia, S.Pd., M.Sc.), PPDB implementing committee (Akmal Sidik, S.Pd.I.), PPDB Operator (Risman S.Pd., Student (Yuyun, Fitri, Dewa). Secondary data sources are sources of supporting data using data originating from previous research or other supporting documents that are relevant to the research. The results of research conducted at SMAN 2 Bulukumba found that planning in the online-based process of accepting new students was held at SMAN 2 Bulukumba, namely by forming a PPDB committee with various programs that had been determined for the implementation of new student admissions. new students, researchers can conclude that in accepting new students, schools must prepare carefully regarding the things that must be done in the PPDB process, as implemented at SMAN 2 Bulukumba which uses online registration and carries out socialization, by utilizing social media such as Facebook, Instagram, and WhatsApp, this was done considering the rapid development of information technology so that SMAN 2 Bulukumba decided to utilize information technology to implement PPDB. The obstacles were in the system and network. From this online acceptance of new students, there are several implications, including the education department, where the education department can increase the efficiency and effectiveness of the PPDB process, increase transparency and accountability, expand access to education, minimize the potential for fraud. Schools can simplify the process of accepting new students, improve the quality of student data, expand the reach of school promotions. Parents/Guardians of students can simplify the child registration process, increase access to information, increase transparency of the PPDB process.

Keywords: Management, Acceptance of new students, Online.

1). INTRODUCTION

Etymologically, the word management comes from the English language, management, which means management, leadership and management. Management is a process applied by individuals or groups in coordinating efforts to achieve a goal. Management comes from the words management or administration. This is as stated by Usman (2004: 3). Management is translated in Indonesian as management or management. In some contexts, both have the same meaning, with the meaning of to control, which means to organize and manage. Manullang (2006: 5) states that "management is the art and science of planning, organizing, compiling, directing and supervising resources to achieve predetermined goals"

Management is all activities related to carrying out organizational work through the functions of planning, organizing, directing and supervising to achieve organizational goals that have been set with the help of organizational resources (man, money, material, machine and method), efficient refers to the purpose of achieving maximum output from the smallest input. Because managers are faced with a scarcity of inputs, including resources such as people, money, and equipment, they have an interest in using these resources efficiently. Based on the Law of the Republic of Indonesia Number 20 Article 3 of 2003 concerning the National Education System, which explains that national education functions to develop abilities and shape the character and civilization of a dignified nation in order to make the nation's life more intelligent, aiming to develop the potential of students to become worthy human beings. have faith and devotion to God Almighty, have noble character, be healthy, knowledgeable, capable, creative, independent, and be democratic and responsible citizens. (Undang Undang Republik Indonesia Nomor 20 Tahun 2003 Tentang Sistem Pendidikan Nasional, 2003) (Muliana dkk, 2020)

The relationship between management and students is that management is closely related to students because with management, student acceptance will run effectively with management to regulate student activities so that student acceptance activities can run smoothly, orderly and orderly so that can contribute to the achievement of school goals and overall educational goals.

Acceptance of new students is the initial gate that students and schools must pass through which involves screening educational objects. This is the starting point that determines the smooth running of a school's work. Mistakes in accepting new students can determine the success or failure of educational efforts at the school in question. Accepting new students is not an easy matter. Schools must prepare appropriate strategies in implementing it, so that they can attract quality students whose

input from the school can also be better so that the learning process can be maximized and the quality of the school increases.

Online-based new student admission management is the activity of recruiting and selecting prospective new students. Recruiting referred to here is looking for student candidates who meet the requirements set by the school, while selecting is selecting prospective new students. Usually it is also said to be an activity program carried out by the school at the starting gate to enter school or every new school year to plan new students who will enter a school using the internet network, starting from registration to announcements carried out online using the internet network. .

In implementing the acceptance of new students, the school plans a school program for the acceptance of these students. Planning is the process of setting goals and establishing a series of appropriate actions to achieve them. In an activity, planning is carried out by the manager or managers according to their field of work duties. Thus, the more complex the activities carried out, the more complex the planning will be. (Nizram, 2015)

Procedures for accepting new students at school through recruitment, selection and admission. Participant recruitment is essentially the process of searching for, determining and attracting prospective students who are capable of becoming students at the educational institution in question. Selection is the activity of selecting prospective students to determine whether or not prospective students will be accepted as students at the educational institution based on applicable regulations.(Muhammad Rifa'i, 2018)

The online-based information system for accepting new students is a computer and cellphone application to facilitate the process of accepting new students which is carried out online. Currently, the internet is used for various broad institutional purposes, which includes everything related to the world of education, including the online student registration feature, which can make it easier for parents or prospective new students to register online. In implementing information technology systems applications provide efficient and effective assistance to employees in completing work.

2). METHODS

The type of research in this research is descriptive qualitative. This type of research was taken because the researcher intended to describe phenomena in the field according to the object being studied. This is in accordance with what was stated by Bodgan and Taylor, namely that qualitative

methodology is a research process that produces descriptive data in the form of written and spoken words from the behavior of people who are observed.

Qualitative research is generally used to study an in-depth phenomenon where the data obtained is descriptive and requires inductive analysis in order to find the true meaning of the phenomenon being studied. The method used in this research is descriptive, namely research that produces descriptive data in the form of written or spoken words and the behavior of people who are observed in depth, consciously and under control. Thus, descriptive research is to describe the online-based management of new student admissions at SMAN 2 Bulukumba.

There are two sources of data, namely primary data and secondary data. Primary data is data obtained without any intermediaries in the sense that the researcher goes directly to the main source of research data as the researcher carries out direct observations and interviews in the field, namely at SMAN 2 Bulukumba. Of course, the informant in this research is considered to know more about the scope of research regarding the object the researcher is asking about, making it easier for the researcher to study the object being studied. In this case, the informants were: the principal, PPDB operator, PPDB committee, students at SMAN 2 Bulukumba by asking a number of questions according to the research instrument.

Secondary data is data collected directly by researchers as a form of support from the first source. It is also said that data is arranged in document form. This research was carried out by means of observation, in-depth interviews regarding the online-based management of new student admissions at SMAN 2 Bulukumba, documentation of supporting data in the form of image data and supporting documents regarding the online-based management of new student admissions at SMAN 2 Bulukumba, and then drawing conclusions based on the data obtained.

The data collection method is the most strategic step in research, because the main aim of research is to obtain data. Without knowing the data collection methods, researchers will not get data that meets the established data standards. The data collection methods used by researchers are observation, interviews, documentation

3) RESULTS AND DISCUSSION

Online-Based New Student Admission Management Planning at SMAN 2 Bulukumba

Planning is an important process for all management functions because without planning other functions such as organizing, implementing and monitoring will not be able to run well.

In planning the acceptance of new students, SMAN 2 Bulukumba plans the acceptance of new students in advance by holding a meeting in advance to form a new student admissions committee and their respective work programs, determining policies, systems, criteria, procedures, requirements, terms and conditions. orientation and analyzing the needs of prospective students. Every year at SMAN 2 Bulukumba there are always changes both in technique, methods, and even in the formation of a new student admissions committee led by the Principal of SMAN 2 Bulukumba who is accompanied by Student Representatives, by holding a meeting first with all the teachers and TU staff. Whatever will be planned or implemented must be discussed first in accordance with joint decisions and agreements and follow up on these decisions and agreements for the next steps. The results of the meeting are recorded and placed in a book which has been specially prepared just for accepting new students so that everything can be neatly arranged and well packaged.

In planning for students, it must be planned when students start to enter school, when they are already at school and until students leave SMAN 2 Bulukumba School. Therefore, planning must be packaged in such a way and carefully so that future implementation runs smoothly and in accordance with the school's goal, namely to have students who are of good quality in terms of religion, learning, and achievement.

Implementation of Online-Based New Student Admissions Management at SMAN 2 Bulukumba

Siagian in Risdianti stated "implementation/mobilization as a whole effort, means, techniques and methods to encourage members of the organization to be willing and sincere to work as well as possible in order to achieve goals effectively and efficiently". When viewed from this definition, the implementation of accepting new students consists of the registration stage for prospective students, the selection stage, announcement of selection results, re-registration, and reports on the results of accepting new students.

Implementation in accepting new students consists of the registration stage for prospective students, selection stage, announcement of selection results, re-registration, and PPDB results report.

In the implementation of the admission of new students, it is carried out in accordance with the initial planning, various things are carried out and must be prepared in such a way as to avoid confusion when the implementation of the activity of accepting new students takes place, which is carried out objectively, transparently and non-discriminatorily. Before student admissions are held, the student admissions committee is given direction, guidance and motivation by the school principal, as well as by the steering team committee so that they can carry out their work enthusiastically in accordance with their duties and be responsible with full awareness and high productivity. The first activity carried out in accepting new students is the formation of a committee. The formation of this committee was included and ratified by a Decree (SK) from the head of the madrasah. The policy for accepting new students is implemented in accordance with the applicable provisions issued by the Head of the Provincial Education Service. Every new student is required to fulfil all the requirements that have been determined. Likewise, the operational policy of SMAN 2 Bulukumba contains rules regarding the number of students that can be accepted, namely according to the quota and capacity required. The number of prospective students who register exceeds what is needed. After the selection is carried out, the next stage is the orientation period, where the orientation stage is an activity for prospective students who have been accepted in accordance with the terms and criteria and procedures that have been implemented.

Based on several statements from informants, the researcher concluded that, in planning the acceptance of new students, SMAN 2 Bulukumba planned the acceptance of new students in advance by holding a meeting in advance to form a new student admissions committee, along with their respective work programs, determine policies, systems, criteria, procedures, requirements, orientation periods and analyze the needs of prospective students. Every year at SMAN 2 Bulukumba there are always changes both in technique, methods, and even in the formation of a new student admissions committee, which is led by the Principal of SMAN 2 Bulukumba who is accompanied by the Student Representative, by holding a meeting first with all the teachers. as well as TU staff. Whatever will be planned or implemented must be discussed first in accordance with joint decisions and agreements and follow up on these decisions and agreements for the next steps. The results of the meeting are

recorded and placed in a book which has been specially prepared just for accepting new students so that everything can be neatly arranged and well packaged receiving data as input (input).

Evaluation of Online-Based New Student Admissions Management at SMAN 2 Bulukumba

The general definition of evaluation can be interpreted as a systematic process for determining the value of something (provisions, activities, decisions, performance, processes, people, objects and others) based on certain criteria through assessment. To determine the value of something by comparing it with criteria, the evaluator can directly compare it with general criteria, he can also measure something being evaluated and then compare it with certain criteria. In another sense, evaluation, measurement and assessment are hierarchical activities. This means that these three activities in relation to the learning process cannot be separated from each other and in their implementation, they must be carried out sequentially.

Evaluation and reporting means that after the implementation of new student admissions is completed, the committee evaluates and reports all activities for organizing new student admissions to the Principal of SMAN 2 Bulukumba as the person in charge, the Treasurer of new student admissions reports responsibility for acceptance and financial expenditure in accordance with the established budget plan .

Evaluation in accepting new students is carried out to find out the problems that occur during PPDB, PPDB evaluation is also very necessary to support the preparation of plans and improve the activities carried out.

After the PPDB implementation is complete, an evaluation will be carried out. The evaluation is carried out to find out what obstacles occurred during the PPDB implementation. The committee will convey the obstacles that occurred during the PPDB, where most of the obstacles occurred in the registration link system which sometimes had errors or could not be accessed, so that students could not register. Not only that, the internet network is also a problem that often occurs during PPDB implementation, while most students have problems with registration because students can only log in using NISN, but there are some students' NISNs that have problems or are not registered so students have difficulty accessing the registration link. However, the school immediately followed up on this by holding a meeting after the PPDB implementation was completed which was chaired directly by the school principal and all members of the PPDB committee to find solutions to the

obstacles that occurred during the PPDB. This aims to minimize errors that could occur in the next PPDB.

Supporting and Inhibiting Factors for Implementing Online-Based New Student Admissions Management at Sman 2 Bulukumba

Supporting factors are conditions that influence an activity to continue running, while inhibiting factors are conditions that influence the slowdown of an activity from running well.

Supporting factors are things that influence something to develop, advance, increase and become more than before. It can be said that supporting factors are circumstances that can support someone in implementing something, such as the role of friends, environment, family or even self-awareness in implementing something. Supporting factors can also be said to be motivation to remain consistent in carrying out certain things.

Inhibiting Factor consists of two words that have different meanings, namely factor and inhibitor. According to the Big Indonesian Dictionary, factors are circumstances, things or events that influence or cause something to happen. The meaning of the word inhibitor is something that is obstructive in nature, according to the Big Indonesian Dictionary the word inhibitor is translated as a thing, situation or other cause that hinders (hinders, restrains, prevents). Meanwhile, the definition of an obstacle is something that can hinder the progress or achievement of something. Then the meaning of the word inhibit which is the basic word inhibit has the meaning of making something slow or not running smoothly.

Based on the quote above, it can be concluded that inhibiting factors are anything that has the nature of hindering or even hindering and preventing something from happening.

Inhibiting factors are things that have little effect or even stop something from becoming more than before. It can be interpreted that inhibiting factors are things that can influence someone in implementing something, such as influences caused from within oneself, namely feeling lazy and being carried away by teenage social interactions, apart from environmental factors, friends and even family who are less supportive will have a bad impact.

There are of course also supporting and inhibiting factors in accepting new online-based students, although the school says that PPDB at SMAN 2 Bulukumba is running smoothly, but it cannot be denied that every activity definitely has inhibiting and supporting factors. PPDB with this online system is of course more difficult than PPDB offline because the online system must use an internet

network, whereas in rural areas the internet network is still said to be not good so to register at SMAN2 Bulukumba, students have to leave the area to look for an internet network.

Solutions to Online-Based Management of New Student Admission Management Barriers at SMAN 2 Bulukumba

Based on several statements from informants, the researcher concluded that, to get the right solution to a problem, there are several stages that must be gone through. First we need to recognize what the problem actually is. Then we look for facts or evidence regarding the problem. After that, we implement management and examine what is behind the emergence of this problem. Once the problem and its background are clear, then we can consider various possible solutions that can be used to solve the problem. Of the many alternative solutions, we choose the one that is considered the most appropriate. Then we run the selected solution. After that, we evaluate the results whether the solution we chose is appropriate to solve the problem at hand, if not, then we repeat the problem solving cycle again.

The solution to the obstacles to managing student admissions is seen from the obstacles experienced, at SMAN 2 Bulukumba there are problems with the internet network so the school must meet internet needs such as providing wifi. It is not only the internet network that is hampered, but there are also other obstacles, such as inadequate computers, so schools must be able to provide computers before PPDB is implemented. Having computers can help students who do not have cellphones to register for PPDB.

4). CONCLUSIONS

1. Planning for the online-based admission of new students was held at SMAN 2 Bulukumba, namely by holding a PPDB committee formation meeting, then determining the work program for each committee, starting from the committee chairman to the members. By planning in advance, the implementation of PPDB can run smoothly.
2. Implementation of the acceptance of new students. The researcher can conclude that in accepting new students, schools must prepare carefully regarding the things that must be done in the PPDB process as carried out at SMAN 2 Bulukumba which uses online registration and carries out socialization by utilizing social media. such as Facebook, Instagram and WhatsApp, this was done considering the rapid development of information technology so that SMAN 2 Bulukumba

decided to utilize information technology to implement PPDB. The obstacles were in the system and network.

3. Evaluation of the PPDB implementation process at SMAN 2 Bulukumba, researchers can conclude that the obstacles that occurred during the PPDB implementation process occurred due to inadequate networks and central systems that had to be improved, the central government had to further improve the system so that it was not difficult for people to access. prospective new students, with this, in the future the implementation of PPDB at SMAN 2 Bulukumba can run well.
4. Inhibiting and supporting factors in PPDB at SMAN 2 Bulukumba. Researchers can conclude that in PPDB planning there are supporting and inhibiting factors, where the inhibiting factor in PPDB is an inadequate internet network so that it can be hampered in PPDB registration. Apart from that, there are also prospective students who choose schools in the wrong order so that they cannot graduate from the school they hope for. Meanwhile, the supporting factor in PPDB is an adequate computer so that it can help students to register for PPDB.
5. Solutions to obstacles to managing student admissions. Judging from the obstacles experienced, SMAN 2 Bulukumba has problems with the internet network so the school must meet internet needs such as providing wifi. It is not only the internet network that is hampered, but there are also other obstacles, such as inadequate computers, so schools must be able to provide computers before PPDB is implemented. Having computers can help students who do not have cellphones to register for PPDB.

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