



## Management of new student admissions at inpres 2 Tumaratas Elementary School, West Langowan district

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### Abstract

This study aims to examine the management of new student admissions (PPDB) at SD Inpres 2 Tumaratas, West Langowan District. This study uses a qualitative method with a case study approach. The results of the study indicate that the management of PPDB at SD Inpres 2 Tumaratas has been implemented well, but there are still some obstacles and weaknesses. The obstacles faced include limited infrastructure and human resources, which include the community's views on previous leadership which have an impact on the loss of community trust to send their children to this school. The weaknesses identified are the lack of transparency and accountability in the PPDB process. This study recommends that SD Inpres 2 Tumaratas needs to improve transparency and accountability in the PPDB process, as well as strengthen infrastructure and human resources to improve the quality of PPDB management and also need to build good relationships with the community and all related parties to attract interest so that this school can get a positive response regarding the acceptance of new students in the following years.

**Keywords:** Management, new student admissions, elementary school

### Introduction

Admission of new students is a very important activity in schools. It is said so because if there is no admission, the school will not get students. If this happens, the existence of the school will be disrupted. So that in a short time the school could be closed because it does not get students according to the predetermined quota. Admission of students is generally carried out for the first class (grade one) but it is also possible to be carried out for grades two or three (transfer students). Admission of New Students (PPDB) is one of the important processes in school management, especially in increasing the number of students and improving the quality of education. SD Inpres 2 Tumaratas as one of the elementary schools in West Langowan District, has the hope of getting many quality students through the PPDB process, with the hope that in the 2024/2025 school year it will get 25 new students for grade 1, however, in reality, the number of new students accepted by SD Inpres 2 Tumaratas in the 2024/2025 school year was only 7 students. This number is far from the school's expectations and raises questions about the effectiveness of the PPDB process carried out by the school.

Based on this phenomenon, this study aims to examine the management of new student admissions at SD Inpres 2 Tumaratas, with a focus on the planning, implementation, and evaluation processes of PPDB. This study is expected to provide a clear picture of the strengths and weaknesses of the PPDB process at SD Inpres 2 Tumaratas, as well as provide recommendations for improving the PPDB process in the future. The increasing number of new schools that are currently emerging has resulted in increasingly tight competition between educational institutions. Educational institutions, both old and new (during the new student admission period) compete with each other to get as many students as possible. Not a few educational institutions barely get students. Or get students but below the minimum quota set by the government. In the input or input, it is required to provide the best service for consumers who

enjoy education at the school, including the management of new student admissions or known as PPDB. This PPDB management is carried out to accept students who meet the school's requirements to get quality students. In the management of PPDB acceptance, usually the student/student management regulates starting from the analysis of student needs when accepting participants. Because PPDB is an initial activity before teaching and learning activities are carried out, PPDB needs to be managed properly by the school. PPDB management must be carried out with the right standards and also careful consideration. So that students who are accepted can improve the quality of the school's graduates. The essence of management is the process of controlling, managing and formulating certain activities in implementing policies in order to achieve the goals that have been determined by an organization. PPDB management needs to be carried out so that the school's goals in providing services to the community, especially prospective students, can be achieved properly. Because everyone has the same right to obtain educational services, they cannot automatically be accepted at a school educational institution, but to be accepted at a school a prospective student must fulfill the obligations that have been determined by a school.

This is so that incoming input can be processed through teaching and learning at school and produce quality output. In PPDB management, the committee can analyze environmental demand regarding community needs for education as desired by the community. So, in PPDB management, schools must analyze student needs and then form a PPDB committee, the next step is to create and disseminate information about the real state of the school and the advantages of the school so that prospective students are interested in this school and information about registration, selection process and placement of students. This applies from being accepted as a new student until graduating from school. Success in organizing educational institutions will greatly depend on the management of

supporting components for implementing activities such as curriculum, students, financing, implementing personnel, and facilities and infrastructure. These components are a unity in efforts to achieve the goals of educational institutions (schools), meaning that one component provides support for other components so that it makes a high contribution to achieving the goals of the educational institution/school.

In the management of new student admissions at SD Inpres 2 Tumaratas, Langowan Barat District, there are certainly several obstacles based on the researcher's initial survey at SD Inpres 2 Tumaratas, Langowan Barat District, there are several factors or obstacles to the admission of new students and based on the results of the interview on December 2, 2024, the symptoms found by the researcher are as follows: 1) Lack of socialization guidelines from the school in promoting the school so that the school experiences a very significant reduction in students every year. 2) The decreasing adequate facilities and infrastructure so that there is a decrease in the interest of students who want to attend SD Inpres 2 Tumaratas, Langowan Barat District. The decreasing number of teaching staff at the school also reduces the interest of students from parents who want to enroll their children in the school. 3) Lack of supervisory management from the school in fostering interest in the advantages of the school so that students from parents want to send their children to the school.

One of the problems currently being experienced by SD Inpres 2 Tumaratas, West Langowan District, is in its PPDB, where now there is a lack of interest from students who want to go to school at SD Inpres 2 Tumaratas, West Langowan District, considering that the school was once a very popular school, but in reality now many parents of students choose to send their children to other schools even though the school is close to the students' homes, but many parents send their children to schools outside the school and the school was once a school that was in great demand by students, but now many parents are reluctant to send their children to the school.

In the operational policy of PPDB, it does not always get maximum results according to the needs and desires of the school. Because there are too many educational institutions at one level of education, there is an imbalance in the quota of students between schools. For example, in the 2024-2025 academic year, according to data obtained by researchers in the field, SD Inpres 2 Tumaratas, West Langowan District, only received 8 new students.

According to Permendikbud Number 17 of 2017 concerning PPDB, "for elementary school / MI school levels in one class, the minimum number of students is 20 and the maximum is 28 students" of course this is very concerning considering the number of students obtained by schools according to Permendikbud can only be for one class, or the quota for one class is not fulfilled. A situation like this certainly shows how tight the competition (acceptance of new students) is between educational institutions. If this continues to happen and the educational institution concerned does not have a strategy to overcome it, then sooner or later the threat of the institution being closed could occur. Its management has experienced a slight decline in its PPDB where the interest of students who want to enter SD Inpres 2 Tumaratas, West Langowan District, has experienced a decline in its students where many parents send their children to other schools even though SD Inpres 2

Tumaratas, West Langowan District, is a school that was very popular in its time but at present the school is experiencing a decline in the management of its student admissions so that this makes the author interested in researching the school. Thus, this study aims to describe how the planning, implementation, and evaluation of New Student Admissions at SD Inpres 2 Tumaratas, West Langowan District

## Method

This type of research uses a qualitative descriptive approach. A qualitative descriptive approach is one approach that primarily uses a knowledge paradigm based on a constructivist view. (such as the plural meaning of individual experience, meanings that are socially and historically constructed with the intention of developing a theory or pattern). Qualitative descriptive research where this research directly takes data directly without being interrupted by space and time.

Data collection used in this study is interviews, observations, and documentation. Data analysis carried out in this study is qualitative which is obtained from various sources using various data collection techniques. This qualitative data analysis is inductive, and is carried out continuously until the data obtained is saturated. According to Miles and Huberman, there are several steps that are activities in analyzing data, namely: data reduction, data display and conclusion drawing/verification.

Triangulation is a data validity checking technique that utilizes something else. Outside of that data for checking purposes or as a comparison to that data. The most widely used triangulation technique is checking through other sources. Triangulation is the best way to eliminate differences in the construction of reality that exist in the context of a study when collecting data on various events and relationships from various views. In other words, triangulation, researchers can recheck their findings by comparing them with various sources, methods, or theories.

## Results and Discussion

### Results

#### 1 Management Planning for New Student Admissions at SD Inpres 2 Tumaratas, West Langowan District

Planning can be interpreted as an effort to plan an activity or activities to be carried out to achieve predetermined goals. According to George Terry (1972), planning is the selection and association of facts and making assumptions about the future to design activities that are considered necessary to achieve goals. Thus, planning is a careful and planned formulation made by an organizational group from various aspects and activities. Therefore, planning is the result of a very vital decision-making in management. The results of the research that researchers obtained in the field, SD Inpres 2 Tumaratas in accepting new students for the 2024-2025 academic year uses the following planning:

The PPDB agenda planning at SD Inpres 2 Tumaratas is carried out in December every year or before entering the new year. The new student admission agenda begins with the formation of the PPDB committee. The formation of this committee was carried out in a meeting involving the principal, all teachers, SD Inpres 2 Tumaratas. In the meeting, a PPDB committee was formed consisting of a chairperson, secretary, led by the principal. In addition, the meeting also discussed the initial stages of admission, such

as documents that must be owned by prospective new students, how many quotas of prospective students will be accepted, what the admission system will be like, how the distribution of information (posters/billboards/forms/brochures) will be implemented, and also the agenda of the routine PPDB committee meeting to determine all forms of preparation before the day of implementation. To find out a general overview of the planning for accepting new students at SD Inpres 2 Tumaratas, the researcher conducted an interview with (BS1) as the principal and also the head of the new student admission committee for the 2024/2025 academic year. He explained that every year SD Inpres 2 Tumaratas always carries out new student admissions in every new academic year. In order to support the activities of accepting new students to run well, a plan related to accepting new students was made first. For this initial stage, the committee prepared a plan for accepting new students by determining the student capacity.

In determining the capacity of students to be accepted, the committee will first look at the estimated number of classrooms that will be prepared for this first class. Although in reality the hope of getting more than 10 students did not come true, because in the 2024/2025 school year, only 9 students registered at SD Inpres 2 Tumaratas, far from expectations, and this is homework for all school residents, especially educators, who must innovate in the field of education. Furthermore, the committee will look at the capacity of the available seats in the class. After that, the committee will also look at the government's technical guidelines regarding the maximum quota of students in each class. After that, the committee can determine the number that will be accepted at the school.

In the admission of new students for the 2024/2025 academic year, SD Inpres 2 Tumaratas only accepted 9 students. The committee also set requirements for prospective new students. These requirements are included in the initial planning stage. This means that these requirements have been discussed in the committee meeting long before the registration of new students began. There are no special requirements for the admission of new students for the 2024/2025 academic year.

The requirements for entering SD Inpres 2 Tumaratas are as follows:

1. Minimum age of 6 years as of July 2024
2. Bring a birth certificate and family card when purchasing the form
3. Fill out the form by attaching a certificate from the kindergarten school, a photocopy of the birth certificate, a photocopy of the family card

From the statement above, it can be seen that there are requirements that prospective students must prepare before registering. The determination of these requirements is in accordance with the results of the meeting with the new student admission committee. The PPDB information media used by SD Inpres 2 Tumaratas are brochures, banners, social media. These brochures are usually distributed to kindergarten schools around or to the homes of prospective elementary school students, banners are also installed in front of the school and on the village road (a place considered to have many prospective students who will continue to elementary school), social media on the school's Facebook is also advertised. In addition to using these

media, SD Inpres 2 Tumaratas also uses approaches before implementing this PPDB agenda. SD Inpres 2 Tumaratas has several approaches before implementing PPDB, the first is distributing brochures to surrounding kindergarten schools and to its students. This function is to attract interest if there are older or younger siblings or neighbors who are looking for elementary school level schools, they can immediately get the brochure (information), the following is the statement of the Secretary of the PPDB Committee of SD Inpres 2 Tumaratas. The administrative needs and facilities prepared by the committee are in the form of registration books, forms, tables, chairs, and parking lots, waiting areas.

We can understand that administrative preparation and facilities are very important and can determine whether a PPDB event can run well. From the results of the study above, it can be concluded that in planning the management of new student admissions, SD Inpres 2 Tumaratas focuses on five things. Namely the formation of the PPDB committee, determining the registration requirements, preparing publication media and preparing administration. This planning can be said to be quite good in accordance with what it should be, starting from the formation of the committee to the preparation of its administration, there is nothing that violates or contradicts the planning theory even though SD Inpres 2 Tumaratas has 2 rival schools.

## **2 Implementation of New Student Admission Management at SD Inpres 2 Tumaratas, West Langowan District**

Implementation (actuating) is the second organic function of management, which is very vital to enable the achievement of planned goals. Implementation is the third step towards supervision. Therefore, it is very appropriate that this implementation function is placed as the third function after organizing. To find out the implementation of new student admission activities at SD Inpres 2 Tumaratas, the researcher interviewed the Principal, (BS1), he said that every year SD Inpres 2 Tumaratas makes PPDB planning in a teacher-teacher meeting. The steps taken are the formation of the PPDB committee, the division of committee tasks, and the collection of required documents.

The initial activity in planning PPDB activities is the formation of the committee. The formation of the PPDB committee at SD Inpres 2 Tumaratas is carried out by involving all existing teachers. The formation of the PPDB committee is carried out once for a two-year term of office, namely it is formed in December in the first year and is disbanded after the preparation of the Accountability Report (LPJ) is completed after PPDB in the second year. The PPDB agenda LPJ is made once a year and reported in the activity result reporting meeting. The chief executive is responsible for the implementation of the event planning until completion. The secretary is responsible for recording the students who register and are accepted and is responsible for planning the PPDB budget and managing the flow of money in the PPDB agenda. The child organizer is responsible for being responsible for and conditioning prospective students in PPDB.

### **a. Division of committee tasks**

After the committee is formed, there will be a division of tasks for each committee. This division of tasks is determined based on the job description that has been assigned to each section that has been determined or

appointed. The sections of the committee for the admission of new students at SD Inpres 2 Tumaratas are:

Person in charge : Beatrix Sumayku, S.Pd  
 Head of PPDB : Syerri Sumual S. Pd, M.Pd  
 Secretary : Diane Wowiing, S.Pd  
 Members : Indria Manitik, S.Pd  
                   Meisani Seran, S.Pd  
                   Nova Gigir, S.Pd  
                   Merico Aruperes, S.Pd  
                   Cindy Piri, S.Pd

#### b. Selection Time

The registration time for new students at SD Inpres 2 Tumaratas starts in March every year, only the date may be different. Registration for new student admissions at SD Inpres 2 Tumaratas can be said to be quite long. In the last three years, the registration period for new students at SD Inpres 2 Tumaratas has been almost the same, namely opening registration for only 2 weeks. In the 2023-2024 academic year, registration was also opened for 2 weeks.

#### c. PPDB Selection

The selection for new student admissions at SD Inpres 2 Tumaratas is not prioritized because this school really needs students. This means that all prospective students who register will be accepted without having to take a test. SD Inpres 2 Tumaratas does not prioritize tests because the school has very minimal student conditions, which still needs support from the local government to advance the school. The implementation of new student admission management at SD Inpres 2 Tumaratas focuses on the implementation of this new student admission agenda. From the committee to the entrance selection, it is prepared as well as possible with the aim of getting results in accordance with the targets that have been set.

### 3 Evaluation of New Student Admission Management at SD Inpres 2 Tumaratas, Langowan Barat District

Evaluation is the last organic function of administration and management. Its definition is the process of measuring and comparing the actual work results achieved with the results that should have been achieved. The assessment is carried out to measure the extent to which the performance has been carried out by the members, whether it is in accordance with the plan or not. This assessment will later be narrowed down to the evaluation. In this evaluation, there will be improvements. Every program/activity certainly has positive and negative impacts. This is because no matter how well a program is planned, of course there are problems/deficiencies in it. Often when we create a program we add something new to the program and/or delete something to be removed. Of course this is adjusted to the circumstances of the institution concerned itself. This is only natural, because usually the circumstances in one institution with another institution will not be the same. In essence, whatever strategy/method/system is used is solely to achieve the goals of the educational institution itself. SD Inpres 2 Tumaratas in accepting new students carries out an evaluation in the form of an accountability report (LPJ) which is discussed in a committee meeting. From this evaluation, it is hoped that there will be improvements and new innovations in the future acceptance period. The accountability report (LPJ) is a form of evaluation because it contains data on the results of an activity that is reported in

a complete form, so that it can be known by the entire committee and the goal is to make improvements in the future.

#### Discussion

##### 1. Management Planning for New Student Admissions at SD Inpres 2 Tumaratas, West Langowan District.

According to George Terry (1972), planning is the selection and association of facts and the making of assumptions about the future to design activities that are considered necessary to achieve goals. PPDB planning is a series of managerial activities that aim to prepare strategic and operational steps in the process of accepting new students to be in accordance with the school's vision, mission, and goals. According to Terry (2016), planning is "the selecting and relating of facts and making and using of assumptions regarding the future in the visualization and formulation of proposed activities believed necessary to achieve desired results." In other words, planning is the initial process for determining the activities and resources needed to achieve goals, including in the context of PPDB.

##### a. New Student Admission Procedures

The PPDB process at SD Inpres 2 Tumaratas involves several stages, including:

- Socialization: Information about PPDB is conveyed through flyers and announcements in the school environment.
  - Registration: Prospective students fill out the registration form and submit the required documents.
  - Administrative Selection: Submitted documents are checked to ensure completeness.
- Announcement of Selection Results: The selection results are announced to parents and prospective students.

##### b. Weaknesses in PPDB Planning

Some weaknesses found in the PPDB planning at this school include:

- Lack of Socialization: Information about PPDB is not widely distributed, so many parents do not know the registration schedule and procedures.
- Manual Registration Process: Registration is carried out manually without the support of an adequate information system, causing long queues and potential data errors.
- Limited Facilities: Limited classrooms and other facilities limit the number of students who can be accepted.

##### c. Recommendations for Improvement

Based on the findings above, some recommendations that can be given include:

- Improving Socialization: Using various communication media such as social media, school websites, and announcements in public places to disseminate information about PPDB.
- Implementing Information Systems: Developing technology-based information systems to simplify the registration and selection process, and minimize data errors.
- Improving Infrastructure: Improving school facilities and infrastructure to accommodate more students.

Schools should increase socialization to the community through various media such as banners, social media, and direct approaches (door to door) so that information about

PPDB is more widely known. PPDB planning should be based on data analysis of the number of school-age children around the zoning area, so that the registration target is more realistic and focused. The PPDB committee needs to be given technical and administrative training to ensure that the registration process runs professionally and accountably. To restore public trust, schools need to build a positive image by improving the quality of education services, student achievement, and openness in management. Schools need to collaborate more closely with community leaders, village heads, and surrounding institutions to reach prospective students more widely. PPDB management planning at SD Inpres 2 Tumaratas still faces several challenges, especially in terms of previous leadership, which affects public trust, socialization, the registration process, and limited facilities. However, with the implementation of the recommendations mentioned, it is hoped that the PPDB process can run more effectively and efficiently, and can improve the quality of education at this school.

## 2. Implementation of New Student Admission Management at SD Inpres 2 Tumaratas, Langowan Barat District

According to George Terry, Implementation (actuating) is an effort to direct, guide, and motivate all parties in implementing plans to achieve organizational goals. PPDB in Elementary Schools is not just an administrative process, but is part of fulfilling children's educational rights. With fair and transparent implementation, PPDB is able to create equal education, especially in the early stages of formal education. Commitment from all parties in the school, education office, and community is needed to carry it out optimally. Implementation (actuating) is the second organic function of management, which is very vital to enable the achievement of planned goals. Implementation is the third step towards supervision. Therefore, it is very appropriate that this implementation function is placed as the third function after organizing. To find out the implementation of new student admission activities at SD Inpres 2 Tumaratas, the researcher interviewed the Principal, (BS1), he said that every year SD Inpres 2 Tumaratas makes PPDB planning in a teacher meeting. The steps taken are the formation of the PPDB committee, the division of committee tasks, and the collection of required documents.

Schools should pay attention to several things, including: Schools need to prepare a PPDB committee that understands the tasks and technical procedures of registration, and is equipped with written guidelines so that the implementation runs orderly and does not confuse the public. The PPDB implementation process must have a detailed registration flow that is easy for the public to understand, including the registration schedule, selection (if any), and announcement of results. The implementation of PPDB needs to be equipped with open information, for example through bulletin boards, social media, and brochures, so that the public does not feel closed or confused, so that the implementation is more effective. During the PPDB period, schools need to provide friendly information services and respond quickly to questions or obstacles from prospective parents of students.

## 3. Evaluation of New Student Admission Management at SD Inpres 2 Tumaratas, Langowan Barat District.

According to Daniel Stufflebeam, Evaluation is the process of collecting and providing useful information to assess and

make decisions on various alternative actions. PPDB is the initial process in implementing teaching and learning activities. The effectiveness of PPDB management greatly determines the success of the school in recruiting students. However, in the case of SD Inpres 2 Tumaratas, only 7 new students were accepted in the current school year, so a comprehensive evaluation of PPDB management is needed. Management is the achievement of goals through the activities of others, which includes four main functions: planning, organizing, implementing, and supervising. PPDB management should refer to these functions to achieve educational goals. According to the system theory by Ludwig von Bertalanffy, schools are open systems that are influenced by the surrounding environment. The success of schools in attracting students depends not only on the internal school, but also on external factors such as public trust, demographics, and competition. Maslow stated that social needs (feeling accepted and appreciated) also influence parents' decisions in choosing a school. Schools that do not show a good image in the community tend to be less popular.

Evaluation of PPDB Management at SD Inpres 2 Tumaratas:

- a. Planning Aspect
- b. Weaknesses: There is no mapping of the number of prospective students in the surrounding area and lack of proactive school promotion to the community.
- c. Implementation Aspect
- d. Weaknesses: Minimal socialization to the community and lack of innovation in services (for example online registration or outreach).
- e. Field Facts: Many parents choose other schools that are considered superior or closer to access.
- f. Evaluation Aspect
- g. Weaknesses: The evaluation of the implementation of PPDB is not well documented and there is no follow-up to the results of the low number of registrants in the previous year.
- h. The reasons for the lack of new students registering at this school are as follows:

1. **Public perception:** the school is considered less superior than other elementary schools in the area.
2. **Competition between schools:** Many elementary schools in the area are preferred because of accreditation, facilities, or achievements.
3. **Demographics:** Decrease in the number of school-age children in the surrounding environment (requires concrete data from the village/sub-district).
4. **Lack of promotion:** There is no specific strategy to inform the school's advantages and services.
5. **Facilities and learning environment:** If the facilities are not supportive, parents will look for alternative schools.

The evaluation of the PPDB management at SD Inpres 2 Tumaratas shows that:

1. There are weaknesses in all aspects of management, especially planning and promotion.
2. Public perception and minimal school promotion efforts contribute greatly to the low number of applicants.

3. Short-term and long-term strategies are needed to increase public trust in schools, such as strengthening school branding, establishing partnerships with community leaders, and improving education services.

Schools should pay attention to matters related to periodic evaluations after the PPDB process. After the PPDB activity is complete, a comprehensive evaluation of all stages, from planning, implementation, to the results obtained, needs to be carried out to determine the weaknesses and strengths. The principal, PPDB committee, teachers, and even community leaders should be involved in the evaluation in order to get a comprehensive and objective view. Evaluations should be carried out using instruments such as questionnaires, questionnaires, or checklists that can map which aspects are going well and which need to be improved. The results of the evaluation must be well documented to be the basis for improvements in the following school year and as evidence of accountability. Evaluation does not only record deficiencies, but must be accompanied by a follow-up action plan so that the results have a real impact on improving the quality of PPDB management in the future.

### Conclusion

Planning before the start of new student admissions is to hold a meeting with teachers and principals, then determine the requirements for accepting new prospective students, then prepare information media for accepting new students and finally prepare administration and facilities and infrastructure.

The implementation of new student admissions begins with the formation of a committee and the division of committee tasks. After that, the process of accepting prospective students by collecting documents as entry requirements.

The results of accepting new students at SD Inpres 2 Tumaratas, Langowan Barat District are fairly poor, this is evidenced by the admission period in the 2024/2025 academic year which was carried out within 2 weeks, SD Inpres 2 Tumaratas, Langowan Barat District only received 7 students. This is an evaluation of the resources available at SD Inpres 2 Tumaratas, Langowan Barat District.

Evaluation of PPDB at SD Inpres 2 Tumaratas, Langowan Barat District uses the post-PPDB accountability report (LPJ) system. This report was submitted at a special committee meeting regarding the PPDB activity process from start to finish.

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