

Management of Zoning Path New Student Admission Strategy

Eka Lariani¹, Tri Widayatsih², Yessi Fitriani²

¹SMA Negeri 8 Palembang, Indonesia, ²Universitas PGRI Palembang, Indonesia

Corresponding author e-mail: ekalariani217@gmail.com

Article History: Received on 2 November 2022, Revised on 11 February 2023
Published on 10 March 2023

Abstract: The purpose of this study was to determine the management of zoning student admissions at SMAN 8 Palembang. This is a qualitative descriptive study. The subjects were the principal, the curriculum head, the head of the committee for new student admission, the students' guardians, and the students of SMA Negeri 8 Palembang. Observations, interviews, and documentation were used to collect data. The results demonstrated that the management of zoning student admission at SMA Negeri 8 Palembang was well-executed. The steps are planning, organizing, implementing, and monitoring. The response of parents to the implementation that they still have difficulty registering the student's admission zoning route online and have to prepare requirements documents that must be legalized by the local government. As a result, long before the implementation of student admission, socialization and promotion must be carried out. Admission to the zoning pathway is not an impediment for prospective students who live far from SMA Negeri 8 Palembang.

Keywords: Admission, Management, Strategy, Student

A. Introduction

Education is the process by which humans study their surroundings in order to become complete human beings. Education, in its most basic form, is a process of not knowing or not knowing to know and understand. Humans require education to develop and continue in their lives. Education plays an important role, and in some cases is the primary support or institution in the preparation of human resources; quality human resources can be created through educational institutions as providers of formal education (Widayati et al., 2021). Currently, education is available to all levels of society and can even become one of the primary needs, alongside food, clothing, shelter, and health. Education is among the needs that must be met by society.

The community will select schools to meet educational needs based on the wishes, strengths, and quality of the available schools. The quality of graduates produced by a school determines its quality. Similarly, the quality of graduates is heavily

influenced by implementation that meets or exceeds existing process standards. Education is the source and foundation of a nation's construction. To what extent is the quality of a nation seen from the progress of their education because with quality human resource education, they have the skills needed in their time. "Education plays an important role in the formation of personality, character, and self-development in order to achieve national life". Education is critical in shaping one's personality, character, and self-development. Thus, education is the foundation for the advancement of science.

Adults must assist students in learning about the world around them. A good education is one that is capable of changing students' behavior in a positive direction and in accordance with values, allowing the individual to stand alone. Achieving this goal necessitates a number of interconnected and synergistic components.

Educational reform has been implemented, and the process of regulating changes in national education development policies has begun (Irianto, 2012). The reform was carried out based on the 1945 Constitution article 31 paragraph 1 which reads "Every citizen has the right to education". In Indonesia, education is defined as a deliberate and planned effort to create a learning environment and learning process in which students actively develop their potential to have religious spiritual strength, self-control, personality, intelligence, noble character, and the skills required by himself, society, nation, and state. Following the direction of President of the Republic of Indonesia Joko Widodo and Vice President of the Republic of Indonesia Ma'ruf Amin to improve the quality of human resources, the Ministry of Education and Culture launched the Freedom to Learn policy to reform the Indonesian education system. The Freedom to Learn Policy allows each educational unit to innovate. This concept must adapt to the conditions of the teaching and learning process, including culture, local wisdom, socioeconomic structure, and infrastructure structure.

Pancasila is the fundamental ideological foundation upon which education in Indonesia is based. This foundation is legally binding and binding on the government and all Indonesians. This is done in light of the importance of education to the quality and well-being of the nation. The current education system in Indonesia is the national education system.

This education system applies to all levels of education, from primary to secondary. The purpose of the national education system is to educate and provide academic knowledge, skills, and behavior. Students are expected to be able to improve educational competence at the educational unit level; this is closely related to the school's condition in developing learning strategies. One factor that influences student achievement is emotional intelligence (Bimayu et al., 2021). The ability to process emotions well in oneself and in relationships with others by generating feelings of self towards relationships with others is important. This is the task of

educators to strengthen students' character in order to produce students with noble character.

In Indonesia, several education systems have been implemented, which have had an impact on the development of human resources. Improving education quality is the primary goal that must be built by all elements of education in order to produce creative human resources capable of meeting the challenges of the times. Improving the quality of education is the main goal that must be built by all elements of education to produce creative human resources in the face of the challenges of the times (Budiharso, T., & Tarman, 2021). The education system in Indonesia dynamically follows the times as time passes. This progress can be seen in changes to the applicable learning curriculum, but the success of educational policies is determined by their implementation.

Policy implementation is related to conflict issues and is not limited to the mechanism for elaborating political decisions into routine procedures through bureaucratic channels (Rusdiana, 2015). This means that who gets what in a policy, and even implementing a policy, is very important, possibly far more important than policy formulation (Boinauw, et.al, 2021) Education, whether indirectly or directly, remains a policy issue. The actions taken by public bodies to achieve the goals that have been determined in the framework of the previous decision are referred to as public policy implementation. This action includes efforts to convert decisions into operational actions within a specific time frame in order to maintain efforts to achieve small and large changes dictated by policy decisions. The goal of policy implementation is to establish guidelines for achieving policy objectives.

The application of the zoning system to New Student Admissions is one of the efforts to increase and equalize the quality of education in Indonesia. This policy was established in 2017 with the Minister of Education and Culture's Regulation No 17 of 2017 on the acceptance of new students from kindergarten, elementary school, junior high school, high school, and vocational school. This system is implemented by the respective regional governments determining the radius of the zone. The following year, it was amended in Ministerial Regulation No. 14 of 2018, then again in Ministerial Regulation No. 51 of 2018, and finally in Ministerial Regulation No. 20 of 2019. The large percentage of quotas used in implementing the zoning system makes a significant difference. The admission of new students zoning system provisions are based on Minister of Education and Culture Number 44 of 2019 concerning Acceptance of New Students, which aims to ensure that the acceptance of new students is objective, accountable, transparent, and without discrimination in order to encourage increased access to education services.

The zoning system is a system for accepting new students that is enforced by the respective local government determining the radius of the zone, and schools are

required to accept prospective students who live within the closest zone radius. It is hoped that this zoning system policy will aid in the improvement of education, particularly in the process of equalizing quality education in Indonesia, because education allows one to develop one's potential and thus improve the quality of human resources. There has been interaction between policymakers/government and citizens, particularly students, during the implementation process, which is being carried out in stages. So that feedback from these interactions can be obtained and used to improve the zoning system policy in the future.

The South Sumatra Province Education Office's Technical Instructions for Admission of Students in 2021 include the zoning route, the mutation path for parents/biological children of teachers and employees, the affirmation path, the achievement path, and the independent path. Following the percentage, the quota is as follows:

Table 1. Stages of Accepting New Students for the 2021/2022 Academic Year

No	Acceptance Line	Total Percentage of Acceptance
1.	Zoning Line	30%
2.	Pathway of Mutation of Parents/Children of Teachers and Employees	5%
3.	Affirmation Path	5%
4.	Achievement Path	5%
5.	Independent Line	50%

According to the table above, student acceptance for the zoning pathway is 30%. The zoning pathway is designed to attract prospective students who live the closest distance to the school according to Google maps. Prospective students' domicile is determined by the address on their family card for at least one year from the date of registration, and the nearest zone radius is determined by the local or regional government. This is a resource for schools in South Sumatra, particularly SMAN 8 Palembang.

Education has become a social need for the development of the Indonesian nation's civilization and the development of self-competence for future investment, implying the importance of quality and quality of each educational unit, particularly in senior high schools. SMAN 8 Palembang is one of the best schools in Palembang, constantly striving to improve educational quality. SMAN 8 Palembang is strategically located on Jalan Defense III, District 16 Ulu, 16 Ulu Palembang-South Sumatra. Acceptance of New Students is carried out with the zoning route that is implemented at SMAN 8 Palembang by prioritizing the Acceptance of New Students principles that have been established, such as 1) Acceptance of New Students must meet the general provisions that have been set; 2) Acceptance of New Students implementation is open and can be known by the public, including parents of students, to avoid deviations that may

occur; 3) Acceptance of New Students can be accountable to the public, both the procedure and the results; 4) Acceptance of New Students does not differentiate the economic level of parents, ethnicity, region of origin, religion and class but based on the achievements that have been achieved in Acceptance of New Students.

The zoning system is linked to the components and structure of society as a whole. The zoning system cannot be implemented without the assistance and support of all sectors of society. Similarly, the community must be able to adapt and adapt in carrying out the zoning system in order to contribute to changes in government policy in general. The new student admissions planning done in SMA is to screen prospective students based on the shortest distance seen on Google maps. Registration for the zoning pathway can be done online at <https://ppdbsumsel.net>, and participants can then print proof of registration. The selection process was divided into two stages: stage I was online registration and stage II was the Academic Potential Test. The committee will determine the graduation results after verifying administrative data and test results that have been completed.

The implementation of student acceptance at SMAN 8 Palembang has gone quite well, but various problems have been discovered both internally and externally. According to the findings of the observations, the problems that occur include difficulties for parents when accompanying their children when registering online, a lack of socialization of the use of online information systems, the presence of network disturbances caused by technicalities, and a lack of internet facilities and infrastructure, particularly for prospective students. Then, the legalization of family cards at the local office made parents uncomfortable because they had to spend time queuing, and what became a problem in the field of school administration was the large number of students who lived in areas surrounding the zoning, causing them difficulties in selecting students to be accepted.

The advancement of technology necessitates that SMAN 8 be able to work hard by adapting to the digital era both offline and online. According to (Puspita et al., 2021), the industrial revolution is a fundamental change in the way of human life and work processes, where advances in information technology can integrate the digital world of life, impacting scientific disciplines. Thus, the quality of digital services can be improved so that excellent service scan be provided during new student admissions at SMAN 8 Palembang. Furthermore, the role of the school principal is critical in determining which policies will be implemented in new student admissions. According to (Raberi et al., 2021), school principal supervision is a type of academic assistance to teachers that includes professional services provided by school principals, school inspectors and supervisors, and other supervisors in the context of improving learning processes and outcomes.

Based on the problem description above, a strategy is required to implement a system for accepting new students that is objective, transparent, accountable, and competitive. As a result, the researchers created the title Management Strategy for Admissions Implementation for Zoning Students at SMAN 8 Palembang.

B. Methods

The location of the research was carried out at SMAN 8 Palembang which is located on Jl. Defense III, 16 Ulu Village, Seberang Ulu II District, Palembang. The author chose this school because this school implements the zoning pathway for new student admissions which is located not far from the research campus. Research time in the odd semester of the 2021/2022 academic year.

Based on the problems to be researched for data in this study, emphasizing process issues, descriptive qualitative research is the best type of research and strategy. Because the problems and research focus have been determined in the proposal before the researcher plunges into and explores the problems in the field, this type of research can also be classified as a Fixed Case Study (Sugiyono, 2016). This study used observation, interview and documentation. Data triangulation, specifically source, method, and time triangulation, is used in the data validity technique (Sugiyono, 2010).

C. Results and Discussion

Management Planning Strategy for Accepting New Students SMA Negeri 8 Palembang

A plan is the first management process that must be carried out. Planning must be done carefully in order for the next process to run smoothly. According to Ananda (2019), planning consists of four components: (1) goals to be achieved, (2) strategies to achieve goals, (3) resources to support goals, and (4) decision implementation. Thus, planning is the process of establishing goals and putting them into action by selecting the best alternative from among those available.

The purpose of the new student admissions selection is to select prospective new students by seeking acceptance that reflects open, honest, and fair aspirations, screening and recruiting prospective new students with academic abilities and noble character as well as good health to attend and complete education, screening and recruiting prospective new students with special abilities and talents to attend and complete education, determining the next coaching steps to provide maximum service to students who have high or special abilities. The goal of the new student admissions zoning route is to eliminate favorite schools and ensure that the number of students in each school is evenly distributed.

Starting with the school principal, the head of the curriculum division, and the head of the committee studying the new student admissions technical guidelines from the South Sumatra Provincial Education Office, the management of the strategic planning carried out by SMA Negeri 8 Palembang for the implementation of new student admissions on the Zoning pathway has been carried out well. The new student admissions registration requirements for the Zoning pathway are that prospective students are Indonesian Citizens, register online first at www.sumsel.prepared-pdp.com, then print proof of registration, while the documents that must be completed are family cards original and a photocopy that has been legalized by the Village Head, at least 1 year of domicile on the date of registration, photocopy of report cards from semester 1 to semester.

Because the zoning pathway new student admissions is a new system, the strategic planning process carried out by the school principal is to appoint a committee chairman and members who have experience in new student admissions committees so that they can carry out new student admissions properly. In this case, the principal appointed Mr. AN as chairman of the new student admissions committee because he had prior experience with the new student admissions process. Furthermore, as chairman of the committee, allocating capacity in accordance with South Sumatra Provincial Education Office technical guidelines, namely consisting of 10 study groups with a total of 36 students per class, so that the capacity for SMA Negeri 8 Palembang for the 2020/2021 academic year is 360 people. The percentage of the zoning pathway is consistent with the results of interviews conducted with the head of the curriculum sector, who stated that 30% is the allocation given for the zoning pathway, implying that the zoning pathway new student admissions has a capacity of 108 students.

Management of organizing strategies for accepting new students at SMA Negeri 8 Palembang

Organizing is the act of seeking effective behavioral relationships between people in order for them to work together efficiently, thereby obtaining personal satisfaction in terms of carrying out specific tasks in specific environmental conditions in order to achieve specific goals. According to (Paruhuman, 2018), there are five elements in organizing: people, cooperation, goals, equipment, and environment.

The organizing stage in the management of the strategy for admitting new students through the zoning route, namely the school principal, head of the curriculum sector, and the head of the committee, forms a committee that has experience in the new student admissions process considering that for the 2020/2021 school year there is registration for the zoning pathway, which is relatively new, so extra handling is required because problems still occur. Prior to implementing new student admissions, the committee met to discuss the plans that had been made and what strategies would

be used to ensure that the new student admissions process at SMA Negeri 8 Palembang did not encounter significant obstacles.

The strategy is to conduct print and online media promotions long before new student admissions. In addition to media promotions, the committee made announcements on wall magazines, which are expected to be read by students who are looking for information at school. Furthermore, the committee created a website with a maximum display so that prospective students and parents who visited the SMA Negeri 8 Palembang website could easily understand it. All organizing, implementing, and supervising is done in accordance with each committee member's primary responsibilities. When the committee members met prior to the implementation of the new student admissions, the main tasks were divided.

During this organizing stage, Standard Operating Procedures (SOP) for the admission of new UPT SMA Negeri 8 Palembang students for the 2021/2022 academic year were also prepared. The SOP is very comprehensive, beginning with the introduction, the foundation for implementation, the principle of receiving new student admissions, the purpose, registration, registration requirements, and even the new student admissions implementation schedule.

Management of the Implementation of the New Student Acceptance Strategy for SMA Negeri 8 Palembang

Implementation or implementation refers to actions taken by authorized parties, both public and private, to achieve the goals that have been established (Janice, 2014). The new student admissions implementation of the zoning route at SMA Negeri 8 Palembang was carried out in accordance with the plans that were made, as well as in accordance with the predetermined organization. Prospective students who register through the zoning route must meet the registration requirements, which include being Indonesian citizens, preparing an original family card and a photocopy that has been legalized by the Village Head, and residing in the residence for at least one year from the date of registration, preparing a photocopy of report cards from semester 1 to semester 5, and registering online first at www.sumsel.siap-ppdb.com. After registering online, you must confirm your information with the school. The school's steps in managing the new student admissions implementation strategy include preparing officers who are more involved in registration and data verification so that there is no accumulation and can help or explain to prospective students and prospective student guardians who do not understand the flow of new student admissions on the zoning route.

There were several obstacles in its field implementation, one of which was that there were still many prospective student guardians and students who were not used to using the internet, difficulties in registering online, and many questions to the

committee. Then there are several prospective student guardians who are bothered to prepare the required documents because they must be legalized to the relevant party, which takes a long time to queue due to the large number of students who will register for the zoning route. However, for prospective student guardians and prospective students who already have new student admissions information on the zoning route and are used to using the internet, there are no obstacles in the online registration process, and even prospective student guardians and prospective students feel easier and save time.

The new student admissions Committee for SMA Negeri 8 Palembang in implementing new student admissions acknowledged that the new student admissions implementation process for the 2021/2022 school year, both the zoning and other routes, went off without a hitch because it was well planned and organized ahead of time. Although there are obstacles, they can be overcome quickly.

Management of Supervising the Strategy of Accepting New Students at SMA Negeri 8 Palembang

Supervision includes efforts to ensure that everything proceeds in accordance with the plans established, orders issued, and principles followed. Supervision as an action in determining whether or not the plan is carried out. Supervision consists of four components: detector, selector, effector, and communication. All parties, including the school principal, the head of the curriculum department, the chairman, and committee members, are involved in the process of supervising management of the new student acceptance strategy for SMA Negeri 8 Palembang. Several findings were made during supervision, including that there was an accumulation of people (prospective students/parents of prospective students) who verified data several times, and there were several complaints from parents of prospective students about unclear information regarding new student admissions SMA N 8 Palembang in during the current pandemic due to face-to-face restrictions. After obtaining the information, the activities contained within it will be compared to the standards that have been established and evaluated (selecting).

Level of Satisfaction of Prospective Guardians and Prospective Students with the Management of the New Student Admissions Implementation Strategy for the Zoning Path of SMA Negeri 8 Palembang

According to the discussion above, there are four management components for implementing the new student admissions zoning strategy at SMA Negeri 8 Palembang: planning the new student admissions zoning strategy, organizing the new student admissions zoning strategy, implementing the new student admissions zoning strategy, and supervising the new student admissions zoning strategy. The researchers obtained all of the information about the four components, and the result

was that the management of the new student admissions zoning strategy at SMA Negeri 8 Palembang was properly carried out. The final step was for the researcher to collect information from informant subjects, namely prospective student guardians and prospective students, about their level of satisfaction with SMA Negeri 8 Palembang's new student admissions management strategy.

The results showed that among the ten informant subjects, (1) people (10%) had very satisfying classifications, (2) people (20%) had satisfying classifications, (6) people (60% had quite satisfactory classifications), (1) people (10%) had unsatisfactory classifications, and (0) people (0% had very unsatisfactory classifications). As a result, the test results for prospective student guardians and prospective students with new student admissions SMA Negeri 8 Palembang can be classified as very satisfactory, with an average score of 40.2 (descriptive data results).

Thus, it is consistent with previous observations that the management of the new student admissions strategy at SMA Negeri 8 Palembang has been well executed, though there are still several obstacles that must be addressed collaboratively in the future. According to these findings, the community's enthusiasm for the zoning pathway new student admissions is so strong that they seek detailed information about the registration and implementation of the zoning pathway new student admissions at SMA Negeri 8 Palembang, despite the fact that accepting students through the zoning pathway is a new government policy whose goal is to improve the quality of existing schools. As a result, there are no favorite or superior schools, and all schools receive an equal number of students.

D. Conclusion

The planning and management of the admissions strategy for students via the zoning pathway at SMA Negeri 8 Palembang was excellent. The process consists of several activities, the first of which determines the goals to be achieved, the second of which determines the strategy to be used to achieve the goals that have been set, the third of which selects resources to support implementing the strategy that has been made, and the fourth of which is the implementation of every decision. The organization of the zoning pathway student admission strategy at SMA Negeri 8 Palembang was well managed by carrying out the preparation of technical guidelines, implementation instructions, and activity guidelines, then organizing by forming a committee structure and committee coordination meetings. Organizing the people involved in management, the collaboration that will be carried out, the objectives, the equipment used, and the environment involved in the management of the new student admissions strategy for the SMA Negeri 8 Palembang Zoning Path.

The implementation of the zoning pathway student admission strategy at SMA Negeri 8 Palembang was well managed. This statement is based on the responses of parents

and students who registered through the zoning route and were satisfied with the implementation of the new student admissions zoning route at SMA Negeri 8 Palembang. The management-oversight strategy for admitting students via the zoning pathway at SMA Negeri 8 Palembang has been well implemented.

E. Acknowledgement

We thanks to the principal of SMA Negeri 8 Palembang, and Rector of Universitas PGRI Palembang who have given us the support in this meaningful project.

References

- Ananda, R. (2019). *Perencanaan Pembelajaran [Learning Planning]*. LPPPI.
- Bimayu, W., Kristiawan, M., & Fitriani, Y. (2020). The Effect of Emotional Intelligence, Student's Motivation toward Student's Achievement. *International Journal of Progressive ...*, 6-16.
- Boinauw, Irwan; Hussein, R. (2020). Model Implementation Trap of Policy New Student Acceptance Zoning System in Makassar City. *Journal of Government Civil Society*, 4(1), 53-71.
- Budiharso, T., & Tarman, B. (2020). Improving quality education through better working conditions of academic institutes. *Journal of Ethnic and Cultural Studies*, 7(1), 99-115. <https://doi.org/https://doi.org/10.29333/ejecs/306>
- Irianto, Y. B. (2012). *Kebijakan Pembaruan Pendidikan [Education Update Policy]*. Rajawali Pers.
- Janice, A. (2014). Studi Tentang Pelaksanaan Tugas Dan Fungsi Badan Pemberdayaan Masyarakat Desa (BPMD) Dalam Pembangunan Desa Di Desa Tanjung Lapang Kecamatan Malinau Barat Kabupaten Malinau [A Study on the Implementation of the Duties and Functions of the Village Community Empowerment Agency (BPMD) in Village Development in Tanjung Lapang Village, West Malinau District, Malinau Regency]. *EJournal Ilmu Pemerintahan*, 3(3), 67.
- Paruhuman. (2018). Pengorganisasian Dan Kepemimpinan Kajian Terhadap Fungsi-Fungsi Manajemen Organisasi Dalam Upaya Untuk Mencapai Tujuan Organisasi [Organizing and Leadership Study of Organizational Management Functions in an Effort to Achieve Organizational Goals]. *Jurnal Stindo Profesional*, 4(4), 45.
- Puspita, Y., Fitriani, Y., Astuti, S., & Novianti, S. (2020). Selamat Tinggal Revolusi Industri 4.0, Selamat Datang Revolusi Industri 5.0 [Goodbye Industrial Revolution 4.0, Welcome to Industrial Revolution 5.0]. *Prosiding Seminar Nasional Pendidikan Program Pascasarjana Universitas Pgri Palembang*, 122-130.
- Raberi, A., Fitria, H., & Fitriani, Y. (2020). Pengaruh supervisi kepala sekolah dan peran komite sekolah terhadap kinerja guru [The effect of the supervision of the principal and the role of the school committee on teacher performance]. *Jurnal Al-Qiyam*, 1(2), 11-20.
- Rusdiana. (2015). *Kebijakan Pendidikan (dari Filosofi ke Implementasi) [Education Policy (from Philosophy to Implementation)]*. Pustaka Setia.

- Sugiyono. (2010). *Metode Penelitian Pendidikan: Pendekatan Kuantitatif, Kualitatif, dan R&D [Educational Research Methods: Quantitative, Qualitative and R&D Approaches]*. Alfabeta.
- Sugiyono. (2016). *Metode Penelitian Pendidikan: Pendekatan Kuantitatif, Kualitatif, dan R&D [Educational Research Methods: Quantitative, Qualitative and R&D Approaches]*. Alfabeta.
- Widayati, F., Fitria, H., & Fitriani, Y. (2020). Pengaruh Kepuasan Kerja dan Loyalitas Kerja terhadap Kinerja Guru [The Effect of Job Satisfaction and Job Loyalty on Teacher Performance]. *Journal of Education Research*, 1(3), 251–257. <https://doi.org/10.37985/jer.v1i3.29>