

Advantages of the Principal's Strategy in Recruiting Prospective Students at SMA Negeri 1 Gunung Megang

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Abstract: This study aims (1) to describe and analyze the principal's strategy in recruiting New Student Admissions (PPDB) at SMA Negeri 1 Gunung Megang; (2) To describe and analyze the inhibiting and supporting factors in implementing the new student acceptance strategy (PPDB) at SMA Negeri 1 Gunung Megang. This research uses descriptive qualitative approach. This research was conducted at SMA Negeri 1 Gunung Megang with the subject of this research being the school principal. The informants of this study were Student Representatives, Chairpersons of PPDB Committees, and Teachers. Data collection techniques using observation, interviews and documentation. The results of the research to apply the principal's strategy in recruiting prospective students at SMA Negeri 1 Gunung Megang include (1) improving and completing school infrastructure (2) Neat and comfortable school environment. PPDB socialization is carried out through the media banners, banners, brochures and social media such as Facebook and Instagram, visits to schools that are the target or target schools and PPDB socialization are also carried out during student parent meetings. The inhibiting factors in implementing the principal's strategy in recruiting prospective students at SMA Negeri 1 Gunung Megang include too many (1). students registering and the quota accepted is limited so that the parents of students whose children are not accepted make threats to damage the school and so on (2). The existence of a very large number of students considering the limited infrastructure means that there must be support from other parties, both the government/parents and guardians.

Keywords: Admissions, New Students, Principal's Strategy

A. Introduction

Law Number 20 of 2003 concerning the National Education System in Article 3 emphasizes that the implementation of education in Indonesia is expected to be able to create students who believe in and fear God Almighty, have noble character, are healthy, knowledgeable, capable, creative, independent, and be a democratic and responsible citizen, with the intention that the continuity of life and civilization of the Indonesian nation is largely determined by quality students both physically and

spiritually. As a consequence, a good and quality education process is needed according to the needs of students and the needs of their future lives.

To obtain quality education, educational institutions that have good educational management are needed (Raj Adhikari, 2010). An educational institution is a place where the educational process or teaching and learning process takes place and is able to provide educational services to the community and in its management must be able to compete with other educational institutions in order to produce quality output (Kutbiddinova, et al., 2016).

School principal as a leader who is responsible and leads the education process in schools has an important role as the highest decision maker and decision maker in schools, because the principal's leadership can influence, encourage, guide, direct and mobilize teachers, staff, students, parents and students (Chirichello, 2010; Lashway, 2003; Abowitz, 2019). Other related parties. In improving school progress, school principals along with educators and education staff must always innovate according to the times. Therefore, it must choose the right strategy in running a led school institution.

Selection of student admissions must be understood as a process of getting superior students. So that in the process of this activity educational institutions must plan carefully, so that the purpose of carrying out the selection is achieved and carried out effectively and efficiently. The purpose of each selection program is to identify applicants who have high scores on various aspects that are measured, which aims to assess knowledge, skills, abilities, or other characteristics that are important for carrying out a job well (Sofyandi, 2008).

With a good recruitment strategy, you will get new students who are not only fulfilled in quantity, but also in quality according to the required criteria and school capabilities (Stronge, 2021). This will later affect the teaching and learning process, to the output of outstanding graduates. This is where the role of recruitment management by the principal in an educational institution becomes important and needs attention. For this reason, it is necessary to develop the right strategy in carrying out all these processes.

The results of the researcher's observations that the large number of students who register and are accepted outside the regional zoning so that there are very many students who are accepted will cause other schools to lack students so that clear quotas or limits are needed regarding the number of students who will be accepted at the school and the implementation of the selection of new student admissions is not yet optimal. Both in terms of registration and the deadline for registration so that clear rules are needed so that PPDB is more optimal.

Based on the description above, the researcher feels interested in conducting research related to the pattern of accepting new students and the efforts made by the principal as the leader of the education unit by raising the title Advantages of the Principal's Strategy in Recruiting Prospective Students at SMA Negeri 1 Gunung Megang.

B. Methods

This study uses a research paradigm that adheres to a humanistic model that makes humans the subject of a qualitative research approach because it presents data in the form of words. This type of research used by researchers is descriptive research. The reason for using this type of research is that the researcher wants to know the Principal's Strategy in Recruiting New Students at SMA Negeri 1 Gunung Megang based on the results of observations, interviews and documentation.

In this study, the research data sources were interviews, observations and documentation from: (a) the principal and deputy principal for student affairs, in the form of observations and interviews regarding strategies for accepting new students at SMA Negeri 1 Gunung Megang starting from promotion techniques, the registration process to the acceptance of new students; (b) PPDB Committee, in the form of interviews and documentation regarding the acceptance of new students starting from the implementation of promotions, the registration process to data related to PPDB; (c) documents, namely all documents related to the acceptance of new students at SMA Negeri 1 Gunung Megang.

Data collection techniques used in this study include observation methods, interview methods and documentation methods. In analyzing data there are several steps that must be carried out, namely data reduction, presentation of data/display data, and conclusion examination (Sugiyono, 2018).

C. Results and Discussion

SMA Negeri 1 Gunung Megang is a senior high school located on Jalan Negara Gunung Megang, Gunung Megang District, Muara Enim Regency Postal code 31352 which has extracurricular activities including scouting, paskibra, PMR, art studio, spiritist, volleyball, basketball, futsal, and football. SMA Negeri 1 Gunung Megang was founded in 1988 which has a land area of 7963 m² on a grant from the Gunung Megang community.

This school is a New Building Unit (UGB) in Gunung Megang District, because it is still a filial building for Gunung Megang State High School, the Principal and the teacher come from SMA Negeri 1 Gunung Megang (In 2022 it will become UPT SMA

Negeri 2 Muara Enim) plus honorary teachers pure. At that time the head of SMA Negeri 1 Gunung Megang was held by A Djazuri BA and the acting head of the Gunung Megang School was Kasdadi, BA a teacher at SMA Negeri 1 Gunung Megang. In 1988 with SK. Minister of Education and Culture No.052/0/1988 dated 18 February 1988 assigned A Djazuri BA as the first Definitive Principal at Gunung Megang State High School also with the SK. Nationality and operation of Gunung Sugih State Senior High School No: 052/0/1988 from the Minister of Education and Culture dated 1988.

In the first two years the school only accepted two study groups and starting in the third year four study groups were accepted, this was due to the limited space it had, gradually onwards accepting four study groups so that until now there have been twenty-nine study groups according to the number of rooms owned also the addition of other infrastructure facilities gradually.

With the existence of a definitive school principal, the teachers and staff who originally had the decree from SMA Negeri 1 Gunung Megang in Gunung Megang then straightened out to become Gunung Megang State High School. Gunung Megang State High School has experienced several changes to Principal A Djazuri BA. He served as Principal of Gunung Megang State High School until 1993, then starting November 29, 1993 he was replaced by Drs. Sulaiman Ahmad who served until January 1996. Then starting from 14 November 1996 he was replaced by Drs, M Sidik A moekti, on 1 December 1998 he was replaced by Drs Imran, on 29 September 2000 the school principal was replaced by Drs Arpuddin, on 9 September 2001 the principal the school was replaced by Drs Satriawan, on March 11 2004 the school principal was replaced by Dra Sulastri Hayani, on July 8 2006 the school principal was replaced by Dra Juhal Jambak, on November 11 2010 the school principal was replaced by H Sukisno Muhadi, S, Ag, M.Si , and on March 4 2013 the position of principal was Drs. Firmansyah, M.Si until now.

In terms of learning facilities and infrastructure, this school already has twenty-six classrooms, one office unit, three laboratory rooms (Biology and Physics/Chemistry), while in terms of teaching staff, the majority of them have Bachelor degree (Strata 1) education, then the land through BP3 or the school committee has been added to an area of approximately 500 m² and the school is now called SMA Negeri 1 Gunung Megang in the Gunung Megang sub-district, Muara Enim Regency.

SMA Negeri 1 Gunung Megang is located on Jalan Negara Gunung Megang, Muara Enim Regency, South Sumatra Province, established based on the Minister of Education and Culture Regulation No. 052/0/1988 on February 8, 1988 concerning the Opening and Reconstruction of the school for the 1987/1988 Academic Year which was originally named SMA PGRI Gunung Megang became SMA Negeri 1 Gunung Megang which was built on an area of 7,963 m² which was a land grant from the local

community with a grant deed No. 13/PPAT/KGM/1986 on April 26, 1986 and has a certificate (Proof of Rights) issued by the National Land Agency of the Land Office of Muara Enim Regency on January 6, 2000.

In 2009 SMA Negeri 1 Gunung Megang was designated as a National Standard School Pilot Category school and in 2015 it was an Adiwiyata School. Those with statistical numbers 301110406012 and NPSN 10600906 have accreditation A with a score of 91

The Advantages of the Principal's Strategy in the Recruitment of Prospective New Students (PPDB) at SMA Negeri 1 Gunung Megang

1. Improve and complete educational facilities and infrastructure
2. Structuring the education unit environment neat and comfortable in the school environment
3. Socialization of the advantages of SMA Negeri 1 Gunung Megang

Some of the things that make SMA Negeri 1 Gunung Megang an attraction for parents to entrust the school with educating their children include:

- a. Accreditation A which is owned by SMA Negeri 1 Gunung Megang makes the community more trustworthy, because this school already has good grades. Previously, accreditation was below this value, making the public and prospective students still consider it normal and the education system in schools that exist in these schools.
- b. Missions and program activities offered by SMA Negeri 1 Gunung Megang, in the religious field include holding extra congregational dhuhur prayers, joint prayers, cultum, infaq, yasinan every Friday morning, carrying out Spiritual activities, Organizing education effectively so that students develop optimally, Organizing academic achievement development through tutoring, Carrying out self-development activities such as Scouting, Sports and Arts, Carrying out environmental greening activities and planting flowers for the beauty of the school environment , Cultivating a habit of disposing of trash in its place.
- c. Extracurricular, SMA Negeri 1 Gunung Megang has extracurriculars including: Intra-School Student Organization (OSIS) , Scouts, Youth Red Cross (PMR), UN Extracurricular (March Row Training), as well as dance and music arts. This extracurricular also aims to equip students to be more independent, and also to make students have high creativity for future provision when they graduate from school.
- d. Achievements that have been achieved at SMA Negeri 1 Gunung Megang can also be a means to attract the community to entrust their children to provide education at SMA Negeri 1 Gunung Megang. Because the community, especially the parents of students, hope that their children can explore their talents and achievements, both in the academic and non-academic fields.

4. Socialization of Acceptance of New Students at SMA Negeri 1 Gunung Megang
 - a. Through information media such as banners, banners and brochures as well as social media Visit to Junior High School (SMP)
 - b. invite and gather guardians of prospective students and students to introduce the advantages of the school itself, starting from infrastructure, student achievement, and presenting an attractive school arrangement.
5. Process is in accordance with the curriculum supported by the teacher's work discipline, the learning process in the classroom is fun.
6. Mechanism of Admission of New Students at SMA Negeri 1 Gung Megang
 - a. Preparation phase
Starting from the formation of the PPDB committee and the work program of the PPDB committee, preparation of administrative files/documents related to PPDB, preparation of promotional media starting from banners and determining target locations for socialization, preparation for PPDB implementation and preparation of infrastructure facilities used when PPDB is implemented. The flow in the PPDB SMA Negeri 1 Gunung Megang procedure, namely: registration, file selection, selection tests (written tests and interviews), announcements and re-registration followed by Introduction to the School Environment until the beginning of the learning year begins. As for the stages of recruitment for the acceptance of new students at SMA Negeri 1 Gunung Megang
 - b. Implementation Stage
The implementation of the acceptance of new students is in accordance with Permendikbud number 1 of 2021 concerning PPDB. PPDB is divided into several stages, starting from the stages of open announcement, registration, selection, announcement of determination, and also the re-registration process.

Factors that hinder and support the implementation of the principal's strategy in recruiting prospective new students (PPDB) at SMA Negeri 1 Gunung Megang

The obstacles faced during PPDB were because too many students registered and the quota to be admitted was limited, so the parents of students whose children were not accepted made threats to destroy the school. This is in accordance with the opinion that says: Every year SMA Negeri 1 Gunung Megang experiences an increase in enrollment of new students so that it is also a problem for us because the number of applicants is not proportional to the number of quotas given to us so that it becomes a problem for us between implementing the rules and accommodating the interests of the community, especially the people around the school (Results of interview with Drs. Firmansyah, M.Si on 20 January 2023).

The same thing was said by the deputy principal for student affairs who said that many applicants were a problem for us, especially in terms of accommodating the interests of the community who really wanted their children to study at SMA Negeri 1 Gunung Megang (Results of an interview with Leni Niarti, S.Pd as Deputy Student Council, 23 January 2023).

The existence of a very large number of new students certainly provides a distinct advantage for the Education unit, in this case SMA Negeri 1 Gunung Megang because they will receive operational funds, but it is a problem considering that the facilities and infrastructure are insufficient so that there needs to be support from other parties besides infrastructure assistance from the government such as donations from parents/guardians of students.

This is in accordance with the opinion that says “The school in overcoming the lack of infrastructure by gathering parents of students to talk about the lack of facilities and infrastructure and overcome it by means of voluntary donations to each guardian parent so that students can study well” (Results of Interview with Drs. Firmansyah, M. The Principal of SMA Negeri 1 Gunung Megang on January 24, 2023).

Based on the results of field observations, the factors that hinder the implementation of the student acceptance recruitment strategy at SMA Negeri 1 Gunung Megang are seen as follows:

1. The infrastructure at SMA Negeri 1 Gunung Megang is basically sufficient, but there are deficiencies that must be filled in. The lack of infrastructure at the school was stated by the head Drs. Firmansyah, M.Sc such as study classrooms so that they take advantage of unused rooms to be used as classrooms
2. The range in some villages is too far and remote Some of the villages in the Gunung Megang sub-district, such as Bangun Sari Village and Sumaja Makmur Village, have to go through several difficult and potholed roads to get to school.
3. Website facilities that have not been utilized optimally. The website for SMA Negeri 1 Gunung Megang is owned, but in its management online registration cannot be done because there are several villages where it is still difficult to get a signal, so students must come directly to school independently to register and fill out the registration form directly.
4. Promotion through electronic and print media has not been maximized, as has the distribution of brochures, newspapers and banners which are still lacking in certain locations or areas.
5. Human Resources in Computer Technology at the school are still inadequate, especially in the field of internet media for website management. Announcement information, through direct verbal socialization, visits or in other ways, regarding the acceptance of new students is still not quickly accessible to prospective students, especially students who live in villages that are farther away and who are

constrained by signals from schools. This is due to the management of recruitment in these schools is still less effective

6. The management of school human resources for recruiting is not yet optimal and there is a lack of various other information facilities, as well as a recruitment system that is not updated, which results in an inaccurate target in recruiting prospective students. So that the achievement of the school's vision and mission is constrained.

The implementation of new student admissions for 2022/2023 is running smoothly due to a central government policy regarding the acceptance of new students with an outstanding student system, zoning system and general pathways. This was confirmed by the Chairperson of the New Student Admissions Committee who said "The policy of accepting new students through the achievement student pathways, zoning pathways and general pathways makes it easy for us to accept students so that the interests of the community can be properly accommodated" (interview with Anas Edwar, S.Pd date, January 24, 2023).

Based on the results of field observations that f the supporting actors in SMA Negeri 1 Gunung Megang among others:

1. educators who teach according to their respective fields and abilities as well as other staff who support the ongoing educational process, such as operators.
2. There is a strategy to attract the public's interest in getting to know the school through various activities of student guardian meetings held at the school.
3. improve educational services provided by schools and organize schools so that they are attractive to the eye.
4. The existence of schools that are already known by the wider community. SMA Negeri 1 Gunung Megang is a public school that has long been recognized by the government and is known by the wider community, so this makes it easier for school principals to carry out their recruitment strategy. A school age that has been around for a long time and whose existence is well known by the community, makes recruitment easier to carry out.
5. A very strategic location so that it can be reached with easy vehicle access and near the Muara Enim Prabumulih cross road which is in the Gunung Megang sub-district area

The advantages of the Principal's Strategy

1. Repairing and completing school facilities and infrastructure starting from student practice equipment, completing classroom facilities such as tables, chairs and equipment needed to support learning media, as well as utilizing and repairing empty buildings to make classrooms comfortable so that the learning process teaching and learning in class can run well. The above statement is reinforced by the results of Junaidi (2019) that the repairs to facilities and infrastructure were

carried out, repairing several buildings, cleaning and repairing several facilities in the school yard and especially the appearance of the school from the outside. Like painting and stuff. While facilities that support learning are usually more visible. The next internal strategy is to present attractive school managers. This is related to the improvement of facilities and infrastructure above. Showing good school management accompanied by improvements to facilities and repairs to several facilities.

2. Structuring the education unit environment in a neat and comfortable manner within the school environment starts from maintaining the cleanliness of the school environment by cultivating it to dispose of trash in its place, greening in front of the school environment, planting flowers in the school garden and in front of the class, utilizing used items as decorations in front of the school environment. A safe and comfortable environment is the attraction and interest of parents to send their children there, because the main thing in the school is that it feels comfortable and cool to be in it, after that the attraction will grow as evidenced by the data on the number of students who have registered for the last 3 years increasing, because parents' sense of trust is increasing every year to send their children there. This is in line with research that was conducted by Nisa, (2020) which revealed that the school environment is one of the things that can support the learning process to be maximized. As stated by Latief (2014) the environment is space and time which is the place of human existence. Good or bad environment around the child is the main factor that influences the development of the soul and the success of children's learning outcomes (students). The environment is the school, family and community environment.
3. Socialization of the advantages of SMA Negeri 1 Gunung Megang
Supporting and Inhibiting Factors for the Principal's Strategy. Based on the results of field observations, the factors that hinder the implementation of the student acceptance recruitment strategy at SMA Negeri 1 Gunung Megang are seen as follows:
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 - b. The range in some villages is too far and remote Some of the villages in the Gunung Megang sub-district, such as Bangun Sari Village and Sumaja Makmur Village, have to go through several difficult and potholed roads to get to school.
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- f. The management of school human resources for recruiting is not yet optimal and there is a lack of various other information facilities, as well as a recruitment system that is not updated, which results in an inaccurate target in recruiting prospective students. So that the achievement of the school's vision and mission is constrained.

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5. A very strategic location so that it can be reached with easy vehicle access and near the Muara Enim Prabumulih cross road which is in the Gunung Megang sub-district area

The above is also reinforced by the results of Junaidi (2019).

D. Conclusion

Based on the data that has been presented and analyzed the authors conclude the research as follows: Recruitment of new students at SMA Negeri 1 Gunung Megang can be said to be good. This is based on the number of students which has increased from year to year and shows success in the recruitment strategy carried out by the school principal, especially success in achieving the quantity of the student recruitment process at SMA Negeri 1 Gunung Megang. The PPDB preparation at SMA Negeri 1 Gunung Megang includes the following stages: Formation of a new student admission team (PPDB) as outlined in the Principal's Decree regarding PPDB, Preparation of procedures and requirements for prospective new students carried out

by the PPDB team at SMA Negeri 1 Gunung Megang with the approval of the school principal, Announcement and socialization regarding the requirements and mechanisms that must be.

The strategy of the head of SMA Negeri 1 Gunung Megang in carrying out the recruitment of student admissions at schools displays selling points that can increase public trust starting from completing facilities and infrastructure, improving teaching and learning activities, and increasing student and teacher achievement and school quality. The factors that influence the principal's strategy in recruiting prospective students at SMA Negeri 1 Gunung Megang can be influenced by several factors, including: teaching staff, infrastructure, school performance and school targets for students who are accepted exceed the quota that should be so that the principal the school made the decision to gather the guardians of students whose children were not accepted to hold voluntary donation meetings to provide additional facilities for less study rooms because students who registered exceeded the quota, it was feared that some of the student's parents would damage school facilities and infrastructure when their children were not accepted at school.

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