

THE EFFECTIVENESS OF THE IMPLEMENTATION OF THE NEW STUDENT ADMISSIONS POLICY THROUGH THE ZONING SYSTEM AT THE EDUCATION AND CULTURE OFFICE OF GORONTALO REGENCY

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ABSTRACT

The purpose of this research is: 1) to identify and analyze the effectiveness of the implementation of the new student admission policy through the zoning system at the Education and Culture Office of Gorontalo Regency; 2) to find out and analyze what factors influence the effectiveness of the implementation of the new student admission policy through the zoning system at the Education and Culture Office of Gorontalo Regency.

The approach used in this research is qualitative approach. This research was conducted at the Education and Culture Office of Gorontalo Regency. The data sources used are primary and secondary data. The primary data for this research is data obtained directly from research objects and processed by researchers themselves. The informants in this study were: Head of The Education and Culture Office of Gorontalo Regency, Secretary, Head of Basic Education, Head of Student section and Curriculum, and parents of students. Meanwhile, secondary data for this research comes from related data sourced from previous research data and from agencies related to the variables studied. Data collection techniques both primary and secondary data are carried out through in-depth interviews.

The results showed that: The effectiveness of implementing a policy is fulfilled if: 1) there is clarity of strategy for achieving goals, the policy is a decision taken by an institution to solve a problem or to achieve a certain goal. In implementing this policy, it is based on the implementation goal of admitting students through the zoning system, namely providing opportunities for school-age citizens to obtain quality education services and encouraging increased access to education services; 2) Well-prepared planning, planning is finding, developing, and analyzing possible directions of action. With a well-structured and coordinated plan, the objectives of the policy are easy to fulfill; 3) The Effective Implementation; and 4) supervision.

Keyword: teacher quality improvement, equity of new students.

INTRODUCTION

Regional development in developing countries is determined by the progress of education. This makes the role of education is very important for every nation. The implementation of education in Indonesia is a national education system that is regulated systematically and

planned. With education, people can be free from the shackles of illiteracy and ignorance.

Education also plays a role in delivering scientific information that will make the public know, understand, and have broader insights. Besides, education can generate motivation for the commu-

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nity, so that they can move forward and rise from underdevelopment.

Act of the Republic of Indonesia Number 20 of 2003 concerning the national education system stated that education is a conscious and planned effort to create an atmosphere of learning and the learning process so that students actively develop their potential to have religious-spiritual strength, self-control, personality, intelligence, noble character, and skills needed by themselves, society, the nation, and the State.

According to Constitution Number 20 of 2003 concerning the National Education System Article 13 section 1 states that formal education consists of non-formal and formal education. Formal education is education that is held in schools in general. This education has a clear level starting from primary education, secondary education, to higher education.

Non-formal education is an education that can be implemented in a structured and tiered manner, but the implementation is outside of school or outside formal education. Informal education is an education that takes place in the family and community of independent learning activities carried out consciously and responsibly. Informal education, the initial stage for starting an education level is carried out through the admission of new students. The admission of new students is a selection process that will determine which students are accepted in a school.

The admission of new students is one of the student management activities that are very important, because if no students are accepted, then there is nothing that must be handled or regulated. The acceptance of new students is something that needs to be determined quickly and precisely [6]. In terms of determining new student candidates, several considerations that are quite numerous and complicated are needed, namely standardiza-

tion of values, school entry requirements, and policies from the government and educational institutions which often change every year. The new student admission policy uses the basics of student management. Students can be accepted in an educational institution such as a school, must meet the requirements as determined [1].

Most of the new student admission system processes are still conventionally or manually. However, at present, with technological advances, the PPDB system uses an online system. So, in its implementation using an internet base where registration forms and participant numbers can be obtained from web access or school blogs. The advantages of accepting new students through the online system are: 1) the quality of education is increasing than before; 2) make the new student admission system more transparent, accurate, and relevant; 3) make it easier for people to connect information more quickly and efficiently; 4) make the basis of each school accurately, and 5) student admission activities become more efficient [2].

One of the real efforts of the government in the context of equitable education is that the government issued a new regulation in the admission of students through the Minister of Education and Culture Regulation Number 17 of 2017 concerning the Admission of New Students (PPDB), which in the Permendikbud regulates the zoning system that must be applied schools in accepting prospective new students.

The zoning system provisions contained in PPDB 2018 are based on Permendikbud Number 14 of 2018 which aims to ensure the acceptance of new students objectively, accountably, transparently, and without discrimination to encourage increased access to education services. This zoning system in the admission of new students is expected

without discrimination and be able to provide equal opportunities for every student to receive a formal education, regardless of low cognitive or economic abilities.

Provisions in the Zoning System: 1) in the zoning system, schools by local governments are required to accept prospective students domiciled in the zone radius closest to the school with a minimum percentage of 90% (ninety percent) of the total number of students accepted; 2) domicile of prospective students based on the address of the family card issued no later than 6 (six) months prior to the implementation of PPDB, the aim is to ensure the radius of the closest zone of prospective students to a school; 3) in the radius of the closest zone, determined by the regional government in accordance with the conditions in the area based on the availability of school-age children in the area and the number of available capacity for study groups in each school; 4) in determining the zone radius of the regional government, in this case the Education and Culture Office, involves deliberations / working groups with the principal or related agencies; 5) For the admission process, prospective students who live outside the zone radius can through the achievement with a quota of 5% of the number to be accepted. Or prospective students who move a domicile for special reasons can use the domicile transfer route of 5% of the amount that will be accepted. This means that the zoning system provides a 90% quota for prospective students with the closest zone radius and 10% outside of the closest zone radius. The application of the zoning system appropriate by the implementation in the field, especially in the Education and Culture Office of Gorontalo Regency, experiences various problems including 1) the composition of students who are accepted through the zoning system has a lower value and is more di-

verse than students who are accepted through the achievement system, 2) teachers who are used to teaching students with high average abilities, now have to teach students with low average scores with very diverse abilities, This is as illustrated in the following table:

Table 1. PPDB Data of Limboto District

School's Name	Students accepted	Range of Average Report Card Value		
		90-100	80-89	70-79
SMPN 1 Limboto	280	180	57	13
SMPN 2 Limboto	225	125	68	32
SMPN 3 Limboto	80	47	18	15
SMPN 4 Limboto	66	26	16	24
SMPN 5 Satu Atap Limboto	33	10	10	13
SMPN 6 Satu Atap Limboto	30	8	12	10
SMPN 7 Satu Atap Limboto	30	11	9	10
SMPN 8 Limboto	32	7	12	13
SMPN 9 Limboto	28	8	10	10
SMPS Integral Limboto	25	7	8	10

Source: Dikbud, 2020

The PPDB data of Limboto District based on Table 1 shows that the average value of students who register at SMPN 1 Limboto is higher than SMPS Integral Limboto. It can be seen that at SMPN I Limboto, which is located in the center of Gorontalo District, the students who have a score of 90-100 is 180 people or about 64%, while those who have a score of 70-79 are 13 people or around 0.04%. This is different from the SMPS Integral Limboto H which is far from the center of Gorontalo District, where it can be seen that the number of students who have 90-100 scores is 7 people or around 28%, and those who have 70-79 scores are 10 people or around 4%.

This zoning system also brings other problems, the teacher is still making adjustments to the reasoning abilities of students in receiving the material being

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taught, the lack of new students or the quota that has been set by the school has not all been fulfilled, and the lack of socialization makes the community lacks understanding of the implementation of participant acceptance new students (PPDB) through the implementation of the zoning system. However, this zoning system can create equality; outstanding students do not just gather in favorite schools because they inevitably have to register at the closest school and cannot register at schools that are far away even though they hold favorite status.

Based on the explanation above, the researcher is interested in conducting research and studies with the title " The Effectiveness of the Implementation of the New Student Admissions Policy through the Zoning System at the Education and Culture Office of Gorontalo Regency" to know and analyze the effectiveness of the implementation of the new student admission policy through the zoning system at the Education and Culture Office of Gorontalo District.

RESEARCH METHODS

This research uses a qualitative approach. This approach was chosen because it aims to obtain broad information from a population, considering this method is appropriate for obtaining broad and in-depth information. This research was conducted at the Education and Culture Office of Gorontalo Regency. This research is focused on the effectiveness of the implementation of the new student admission policy through the zoning system at the Education and Culture Office of Gorontalo Regency.

The data sources used are primary and secondary data. Primary data for this research is the data obtained directly from the object of research and processed by the researcher. The informants in this study were: The Head of the Education and Culture Office of Gorontalo Regen-

cy, the Secretary, the Head of the Basic Education Division, the Head of the Students and Curriculum Section, and the parents of the students. Meanwhile, secondary data for this research comes from related data which originates from previous research data and agencies related to the variables research.

Data collection techniques, both primary and secondary data, are carried out through in-depth interviews where researchers ask about the facts of an event and their opinions about existing events, observation to see empirical data related to the focus under research, and documentation with collect data such as written documents, photographs and pictures as well as other objects related to the research focus.

Meanwhile, the data analysis technique used in this research was carried out interactively and continuously at each stage of the research so that the data was complete and the data was saturated. Activities in data analysis include data reduction, data display, and conclusion.

RESEARCH RESULTS

Clarity of Strategy for Achieving Goals

Public policy is a policy that is stated, issued, carried out, or not carried out by the government which contains the programs and activities that are carried out. Dunn in Pasolong stated that public policy is a series of interconnected choices made by government institutions or officials in fields related to government tasks [5]. Public policy is broadly defined as a relationship between a unit of government and its environment. Furthermore, to determine the implementation of a policy, the central government will coordinate with local governments to know the role of the regency/city level implementers in implementing the policy [9]. In this case, regarding the implementation of Permendikbud Number 14 of 2018 concerning the zoning system in the

implementation of the admission of new students.

This policy is implemented based on the objective of the implementation from the acceptance of students through the zoning system. Based on Permendikbud Number 14 of 2018 the goal of this policy is to ensure equal access to education services for students, closer to the school and the family environment, eliminate exclusivity and discrimination in schools, especially public schools.

New Student Admission (PPDB) is one of the mechanisms for implementing the education system ahead of the new academic year where the selection of prospective new students occurs.

In Permendikbud Number 54 of 2018, PPDB aims to encourage increased access to education. Access to education is an opportunity for prospective students to get educational services from schools that are near form student's domicile. From these objectives, it explains the 5 principles that become the basis for implementing PPDB, namely objective, accommodative, transparent, accountable, and equitable. This objective also illustrates that the implementation of PPDB through the zoning system can bring justice to prospective new students to get an appropriate school, provide the widest possible information for the student to make appropriate choices, and create certainty for the Education Office and its staff in PPDB implementation. The principles used in PPDB in DKI Jakarta are also the same as those contained in the Permendikbud, except that the point is "not discriminatory".

PPDB of Gorontalo Regency opens 6 pathways for all levels, from early childhood education, basic education, and secondary education. One of the 6 routes opened was through the zoning system. The zoning concept in the PPDB of Gorontalo Regency is different from the technical regulations issued by the Cen-

tral Government. In Permendikbud Number 20 of 2019, it is stated that the zoning route is a PPDB route intended for CPDBs who are in the zone of a school-based on the determination of the Local Government. The percentage determined is 80% of the total capacity.

Schools that implement PPDB through the zoning system are all public schools that are under the auspices of the Education Office. The implementation of PPDB through a zoning system that uses a value-based selection system makes it possible for schools to accept prospective students who live around the school but still have a good academic background. This ultimately does not reduce the quality of input from prospective students who have affirmations that accommodate the needs of people with middle to lower level economies.

Based on the results of the research, it can be concluded that the clarity of the strategic objectives achieved is very clear because it has been included in Permendikbud Number 14 of 2018, namely the Admission of New Students (PPDB) which aims to provide opportunities for school-age citizens to obtain quality education services and encourage increased access educational services. The acceptance of New Students (PPDB) is carried out with the principle of objective, that the acceptance of New Students (PPDB) is neutral and free from the interests and pressure of other parties who abuse their authority; Transparent, that the acceptance of New Students (PPDB) is open and known to the public and parents/guardians of students, and Accountable, that PPDB can be accounted for following the provisions of laws and regulations, both the process, procedure, and results, but the objectives of this have not been maximally achieved because some schools have not implemented the PPDB zoning system due to the insufficient number of compulsory schools and there

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is a perception from the community itself that they prefer schools with the highest quality.

Well-prepared planning

Planning is finding, developing, and analyzing possible courses of action. This contains a process for understanding the problem to produce a solution and test whether the solution can be implemented.

In terms of the planning aspect, schools have not set a specific plan for implementing this PPDB. All PPDB implementation is centered on instructions from the Education Office. The zoning system PPDB technicality has been determined by the authorized institution, while the school, in this case, SMP Negeri 2 Limboto, only has the task of implementing PPDB, as the initial stage of implementing education in schools. With this system, SMP Negeri 1 Limboto did not prepare a special strategy in implementing PPDB because the majority of quotas are selected through a system that is accessed online where the server is managed by the Provincial Education Office. In this case, especially the zoning route which is 90% of the pagu.

Based on the results of direct observation, the researcher found that the planning of the PPDB implementation started from the socialization stage. At this stage, PPDB is initially socialized to schools which are then socialized to prospective students before PPDB is implemented. However, this socialization was limited because it was based on a predetermined zone. Before the implementation of zoning, each school sent out letters or brochures for socialization media to areas as far as they could reach. The contents of this socialization were related to registration procedures. In general, there are two methods of registration and selection for PPDB, namely through the online system through the PPDB website and Offline.

Technically, the zoning system is divided into 2 main stages. First, the registration to obtain a PPDB registration PIN. And the second is registration to select a school. Registration to obtain a registration pin can be carried out at any school, even though it is not the school that will be selected to register later. This only provides a container or registration counter so that prospective applicants can get a registration pin will later be used as a registration pin for the next stage of registration. The main requirement in this stage is that prospective students are required to have a National School Identification Number (NISN) as a condition of being able to obtain a PIN. After getting the PIN from the initial registration, then prospective students can access the PPDB website online. Where the pin is used to log in, so that can carry out and fulfill the complete registration procedures, here is also choosing a school that is close to where you live according to the zone.

The results of the study were reinforced by Nunuk Hariyati (2018) with the title the implementation of the zoning policy for the admission of junior high school's new students in Gresik Regency which the results of the research show that the zoning system implemented in SMA Negeri 11 Kota Medan is very effective and following Permendikbud No.12 of 2017. The equation of the questionnaire results obtained from each school shows that the zoning system that has been implemented in these schools is very effective so that the final result can be said that the zoning system currently implemented is very effective. To obtain better results for the effectiveness of the admission of new students (ppdb) with a zoning system following Permendikbud No.12 of 2017, more accurate initial data is needed so that it can improve the quality of each school [4].

The Effective Implementation

Effectiveness is the relationship between output and objectives, the greater the contribution of output to the achievement of goals, the more effective the organization, program, or activity is [3]. The effectiveness of a measure that states how far the target (quantity, quality, and time) has been achieved, or the percentage of targets achieved, the higher its effectiveness [8].

The criteria or measures about the achievement of effective or not goals, as stated by Siagian, are as follows: clarity of objectives to be achieved, clarity of strategies for achieving objectives, analysis and policy formulation processes, well-prepared planning, the compilation of appropriate programs for a good plan still needs to be elaborated, the availability of work facilities and infrastructure, effective and efficient implementation, and an educational system of supervision and control [7].

According to the mandate of legislation No. 20 of 2003 concerning the National Education System, every senior high school which is a part of secondary education must carry out the admission of new students in an objective, transparent, accountable, and non-discriminatory manner. Acceptance based on zoning is based on the address or domicile stated on the family card of the student. And it is considered valid as a set of locations for zoning determination is a family card that is valid for at least 6 months from the date issued. This is intended to provide opportunities for prospective students who have lived for a long time or indigenous people, as well as avoid attempts to manipulate residences to benefit parties that are not supposed to. Therefore, each school prepares the PPDB Committee as well as possible, for the smooth of prospective students in registration. Even though in the zoning route each school does not have the authority to determine

the prospective students who are accepted, each school still strives for PPDB services as well as possible.

The New Student Admissions Process (PPDB) at the junior high school level has been carried out by the applicable rules and technical guidelines. Even though in the zoning PPDB, each school only acts as an implementer without participating in implementing a recruitment strategy or selecting prospective students, every school seeks to implement PPDB in a professional, objective, and transparent manner. This effort was not only conceptualized by school management leaders, but also by the entire academic community who complemented each other in providing PPDB services in the public relations, selection, and IT aspects. Everything is carried out to provide excellent service to the community and commitment to the education provided.

The zoning policy is a system of accepting students based on radius and distance. Through the zoning system, it is hoped that all Limboto Regency residents can get an education which is located close to where they live. The advantages of the zoning system include equal distribution of education, more time saving because schools are close and more efficiency in transportation costs.

Supervision and Control System

A policy is designed in such a way as to create a change in the environment and behavior of individuals or groups. In implementing the zoning system policy at PPDB, the government expects changes that are accepted by the community and can have a positive impact on the community as well as for implementing parties. The zoning system policy has brought a change to the PPDB implementation before the zoning system was implemented. These changes have had quite a positive impact on the implementation of the zoning system policy. Although the impact of this zoning system policy

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cannot be measured because it has only been implemented for 2 years and has not resulted in passing the policy implementation. The zoning system in this PPDB does not have an agency or supervisory team that is devoted to monitoring overseeing the implementers but solutions to solve problems so that in its implementation it does not cause anything negative.

In implementing supervision, the committee refers to Permendikbud No. 14 of 2018. If there is a school that does not refer to the Ministerial Regulation, the implementing staff from the Education Office will give a warning to the school that violates the stipulated rules.

The implementation of this zoning has been effective because it can be seen that prospective students do not accumulate in just one school but are spread across several schools in the Gorontalo Regency.

CONCLUSIONS

Based on the previous discussion, the conclusion in this research is the effectiveness of the implementation of the policy for the admission of new students through the zoning system at the Education and Culture Office of Gorontalo Regency has been appropriate to the established rules. The research results of each indicator can be seen as follows:

1. The clarity of the strategic objectives achieved is very clear because it is appropriate with Permendikbud Number 14 of 2018 implemented with the principle: objective, it means neutral; transparent, it means open and known to the public and parents/guardians of prospective students; and accountable, it can be accounted for by the provisions of the regulations legislation, both processes, procedures, and results.
2. The planning carried out by the PPDB committee is to prepare a team that is ready to serve registrants to minimize

or even avoid registration errors. The team is also willing to guide the registration process to completion and conduct socialization related to the PPDB registration stages through the zoning system. Technically, the zoning system is divided into 2 main stages. First, registration to obtain a PPDB registration PIN. And the second is registration to select a school.

3. From the supervision dimension, it shows that the supervision of PPDB policies through the zoning system has been implemented properly and it can be seen that the implementation of decision making. Making decisions based on predetermined rules regarding zoning with agreement from deliberations with the principal and in zoning, it is necessary to carry out a zoning analysis, therefore, the Head of Office who has the most important position in zoning can determine and authorize the zone for each school to be implemented in the Admission of New Students.

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