New Student Recruitment Strategy Management in Islamic Educational Institutions

(Case Study in MI Wali Songo South Tangerang)

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Abstract

Islamic educational institutions are a concern in their management, one of which is the recruitment strategy for prospective new students, especially at the elementary level. This is important because at the age of students between 6-7 years old the growth and development of the golden age of children. Unfortunately, not all Islamic educational institutions see the recruitment of prospective students to be very important and fundamental because it is part of the input of the educational process. The Islamic view is very concerned about the value and recruitment process in accordance with objective and prudent requirements so as not to violate honesty and transparency. This study aims to determine the strategy of private Islamic educational institutions at the elementary level in recruiting new students. In the implementation by making announcements, socialization, the process of receiving the required files, the document verification process, the selection process and class placement. Meanwhile, the evaluation is carried out through teacher assessments, parental perceptions and special assessments or notes from previous educational institutions. Strategic support in the recruitment of new students requires educators, the existence and achievements of educational institutions, computer laboratories, internet networks and educational institution websites. The principles of strategic management in the Islamic view related to recruitment are according to needs, the value of honesty and transparency. Internal strategy by utilizing human resources and improving infrastructure. While external strategies with the use of competition, parents of students and

cooperation between institutions. The implications of the study confirm that with the right management strategy in private Islamic educational institutions at the elementary level will produce a competitive new student recruitment system.

Keywords: strategy, recruitment, students

Introduction

Meeting the educational needs of the community will choose madrasahs according to their wishes and strengths, and not lagging behind in the quality of the available madrasahs. Facing such high competition in today's era, an organization must have the ability to change itself quickly and be able to change itself with the demands of steak holders. This is needed for both profit and nonprofit institutions, such as educational institutions. As an educational institution appears by offering the best quality of its institutions, especially educational institutions with private backgrounds, of course, are required to have more quality and competitiveness than educational institutions owned by the government. Islamic educational institutions in Indonesia are one of the favorites by most Muslim populations. It needs to be a concern in its management, one of which is on the recruitment strategy of prospective new students, especially at the elementary level. This is important because at the age of students between 6 - 7 years is the golden age of children so it is important to prepare the system. Assessment or requirements that are in accordance with established academic standards and culture. Unfortunately, not all Islamic educational institutions see the recruitment of prospective students to be very important and fundamental because it is part of the input of the educational process. The Islamic view is very concerned about the value and recruitment process in accordance with objective and prudent

requirements so as not to violate honesty and transparency and according to existing needs.

Management of new student recruitment is one of the initial stages in activities carried out on students in private Islamic institutions and universities (Badrudin, 2014). According to Sururi (2011: 2) as a whole, student management begins with the student recruitment process. The success or failure of this initial process will affect the subsequent student management process that the recruitment process is a process that seeks and even encourages prospective students to become students at a school. The student recruitment policy is contained in the Government Regulation of the Republic of Indonesia No. 17 of 2010 concerning the management and implementation of education article 82 paragraphs 1 and 2 which reads: Paragraph (1) "the admission of students to secondary education units is carried out objectively, transparently and accountably". Paragraph (2) "acceptance of students in educational units Secondary is conducted without discrimination except for educational units specifically designed to serve students of a particular gender or religious group".

According to Jaja Jahari (2013: 42) after conducting student recruitment management, the next step is the selection and acceptance process. Conceptually, student selection is an activity in determining students who will be accepted into an educational institution, namely administrative selection, knowledge tests, and BTQ tests. According to Agung Kurniawan et al (2011: 8), students naturally have certain potentials and abilities. Only what is clear is that this student has not reached the optimal level of developing telent or his potential and ability. Therefore, it is more appropriate that students are said to be subjects in the teaching and learning process. If the recruitment process is taken properly and well, the result is a group of people who are then selected

to ensure that only those who best meet all the requirements are accepted in the organization that requires it. (Sondang P Siagiaan 2008:102).

Planning The initial stage in planning the admission of new students is to plan the admission of new students in advance by holding a meeting in advance for the formation of an admission committee New students and their respective work programs, determine policies, systems, criteria, procedures, requirements, orientation periods and analyze needs, namely how many students can be met with the capacity of buildings, facilities and infrastructure. The function of the meeting because every year it always experiences changes both in technical, ways, adjusted to existing conditions. Whatever will be planned must be deliberated in advance in accordance with mutual decisions and agreements and follow up on these decisions and agreements for the next step. The results of the meeting are recorded and recorded which have been specially prepared only for the reception of new students so that everything can be neatly arranged and packaged properly. Recruitment planning is needed by determining the quota of student needs, target students who graduate from RA/TK, class capacity, standard report cards or achievements, health standards, domicile zones, and parents' economic capabilities.

Organizing student recruitment is the formation of a committee for the admission of new students selected professionally in accordance with the criteria of performance, ability, talent and trust, providing the necessary tools, placing people in each of these activities by carrying out the duties and trusts that have been given with Both in accordance with their respective jobs that have different functions with a rolling system each year for the recruitment committee for the admission of new students. The duties and functions of all committee members are to assist the implementation of the acceptance of new

students in accordance with the predetermined program so that all activities run well, smoothly, safely and orderly and achieve the desired targets. In this case, each new student admission committee must be responsible for the duties and authorities that have been given in accordance with their respective duties professionally. If this is done poorly and violated or negligent of the work and duties given, the committee receives a reprimand either from the Head of the Madrasah directly or from the chairman of the committee and other committees. The organizing process is carried out by forming a recruitment committee, drafting procedures and determining requirements.

The implementation of student recruitment management is carried out in accordance with the initial planning, and must be well prepared so that when the implementation of student recruitment activities takes place which is carried out objectively, transparently, and non-discriminatory can run well. Before the implementation of student recruitment, the student admission committee is given direction, guidance and motivation by the principal, as well as by the steering team committee so that they can carry out work with enthusiasm in accordance with their duties and take responsibility with full awareness and high productivity. The first activity carried out in the admission of new learners is the formation of the committee. The formation of this committee was contained and ratified by the decree of the head of the madrasah. The new student admission policy is implemented in accordance with applicable regulations. Every new student must meet all the requirements that have been determined. Likewise, operational policies in the recruitment process must be in accordance with the results of planning meetings regarding the rules on the number of students that can be accepted, namely in accordance with the quota and capacity needed for how many students, consisting of how many classes and how many students are perombel. The implementation

process is by making announcements, socialization, the process of receiving the required files, the document verification process, the selection process and class placement.

Supervision is carried out continuously and intensely both from superiors to subordinates and fellow subordinates, in this case the head of the madrasah is directly involved in supervising the recruitment of students in all matters related to the madrasah, especially in the reception of new students, the head of the madrasah does not stop continuing to supervise various activities carried out when the field takes place, because the recruitment of students is the first thing to do when students enter Therefore, this new student recruitment activity must run well. With supervision, this recruitment activity can achieve the desired goals. The supervision process carried out in the recruitment of students is to ensure that the entire series of activities that have been planned, organized and implemented in accordance with the desired target or not. In this activity, supervision is carried out to measure, evaluate success in achievement and targets in accordance with established indicators, carry out various alternative solutions so that mistakes do not occur. In this supervision, evaluation and reporting are carried out intended that after the implementation of the new student recruitment is completed, the committee evaluates and reports all activities for the implementation of new student admissions to the head of the madrasah as the person in charge, treasurer of new student admissions, reporting accountability for admissions and financial expenditures in accordance with the established budget plan. The evaluation process is carried out through teacher assessment, guidance counseling, parental perception, and special assessments or notes from previous educational institutions.

Strategy is important for the continuity of the running of an organization, therefore to achieve goals or objectives effectively and efficiently, an organization must be able to face every problem or obstacle that comes, both from within the organization itself and from outside. Alfred Chandler in the book by Siti Khotijah explains that strategy is the long-term goals and objectives of a company and the direction of action and allocation of resources needed to achieve goals and objectives. According to James Brian Quinn (1990) strategy is a pattern or plan that integrates key objectives, policies and actions in a cohesive relationship. A good strategy will greatly assist the organization in allocating its resources in the form of unique internal competencies and the ability to anticipate the environment. According to Michael Porter (1985), strategy is a tool to achieve a competitive advantage. Strategy is a means shared with long-term goals to be achieved. Strategy is a potential action that requires top management decisions and large amounts of company resources. In addition, the strategy influences the long-term development of the company, usually for the next five years, and is therefore oriented towards the future. Strategies have multi-functional consequences and need to consider both external and internal factors faced by the company (David, 2011). From the definition of some of these definitions, it can be concluded that strategy is a pattern or plan formulated in the form of a comprehensive direction of action in the long term to achieve certain goals. Further developments, namely, regarding the discussion of strategy within the scope of management have given rise to its own scientific discipline, namely strategic management. Where the scope of discussion is wider, in-depth and also of course more comprehensive.

As mentioned above, the understanding of strategic management in the context of management science has a broad scope. Of course, in describing the understanding of strategic management, experts have studies and points of view that may vary, but still have a fairly argumentative thinking base, so that there is no understanding of strategic management that is considered standard. In other words, the understanding will depend on the philosophy, context, benefits and objectives of strategic management formulated. According to W. F. Glueck (Glueck & Jauch, 1988, p. 10), strategic management is a series of managerial decisions and actions that lead to the development of effective strategies to achieve corporate goals. Hitt (Hitt, 2012, p. 21) defines strategic management as an art and science to create sustainable competitive advantage so as to achieve company goals, in almost the same language Akdon (Akdon, 2011, p. 6) says that strategic management is a flow of decisions and actions that lead to the development of a strategy or effective strategies to help achieve company goals. The process of strategic management is a way in which strategic planners set goals and make strategic conclusions. Admission of New Students PPDB is one of the stages that must be passed by every student who will continue to a higher level of education.

PPDB stands for the acceptance of new students which means the administrative and academic selection process of prospective students to enter a higher level of education. Admission of new students is one of the first activities carried out, usually by conducting selection for prospective students (Suryosubroto, 2014, p. 74). Meanwhile, according to Suharsimi Arikunto (Suharsimi, 2012, p. 32) the acceptance of new students is an important event for a school, because this event is the starting point that determines the smooth running of a school's work. One more thing that must be understood by everyone involved in the process of accepting new students, that this activity

is the initial gate that must be passed by students and schools in screening educational objects. So it can be said that this activity is an important event for a school, because this event is the starting point that determines the smooth running of a school's work. Even more serious, errors in the admission of new students can determine the success or failure of educational efforts at the institution. Therefore, the admission of new students that will be carried out, is not a light thing or with other languages should not be considered only as an annual routine. Madrasah must prepare the right strategies in carrying it out, in order to attract qualified students so that madrasah input can also be better, and no less important the teaching and learning process can be maximized and it is certain that the follow-up effect makes the quality or quality of the madrasah increase.

In the process of accepting new students, sometimes there is also a screening or selection process, various considerations are carried out including: (a) Often the interest for one school exceeds the place provided, especially since the madrasah concerned is already popular as a superior or favorite school. (b) Sometimes it is also felt necessary to conduct a search for certain talents or abilities. This is done in order to map the potential potential of students, making it easier for the school to create programs, both related to academic and extra-curricular aspects. (c) The fact that may also be indisputable, that the score of lessons or final examinations in lower madrassas is not a guarantee that graduates are able to follow the lessons at the next level. With this argument, all parties should be especially wise in viewing such screening or selection, because sometimes there are also negative accusations that this activity is only made by madrasa. In this case, the principal as a strategist in the Admission of New Students (PPDB) must be able to predict what students will expect in the future, from the results of students after

carrying out teaching and learning activities in the madrasah. The vision and mission of the school in the future must pay attention to aspects of the needs of prospective students. So that there will be interest in the school, and can produce the desired output. To support the recruitment strategy of new students, educators are needed, the existence and achievements of educational institutions, computer laboratories, internet networks and educational institution websites. Strategies that can be used in recruiting new students are using internal and external strategies.

The external strategy is carried out by carrying out activities carried out by the committee team at the discretion of the head of the madrasah to attract students to be comfortable, easy and motivated to study in the school. Schools must also have selling points, some things that are done to attract the attention of new students, namely scholarship programs, and programs that make it easier for students to take part in sports and art competitions by inviting the nearest RA/TK to attract the attention of the community and prospective students themselves. Then you can make a brochure containing a brief madrasah profile. Internal Strategy is the improvement of facilities and infrastructure, displaying an attractive environment and also by utilizing human resources in an effort to improve the quality of madrasah education so as to produce quality output.

Research Methods

The method used in this study is a qualitative research approach. According to Bogdan and Taylor, as quoted by Moleong (2002: 4), the definition of qualitative research approach is a research procedure that produces descriptive data in the form of written or spoken words of people and observable behavior. According to Deddy Mulyana (2001: 150) qualitative

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research method, which is a type of research method that does not rely on evidence based on mathematical logic, number principles, or statistical methods and aims to maintain the form and content of human behavior and analyze its quality. Anselm Strauss and Juliet Corbin (2009: 4) argue, that qualitative research, which is a type of research whose findings are not obtained through statistical procedures or other forms of counting. So in this study, it will explain and reveal the leadership of the head of the madrasah as a manager in recruiting new students at MI Wali Songo Asy-Syirbaany South Tangerang.

Discussion

Madrasah Ibtidaiyah Wali Songo Asy-Syirbaany is geographically located on Jl. Betawi Kampung Gunung Kali Mati RT. 05 RW. 16 No. 87, Jombang Village, Ciputat District, South Tangerang City, Banten Province. This madrasah, has an operational permit in 2013 based on the decree of the head of the South Tangerang City Ministry of Religion office The curriculum used by Madrasah Ibtidaiyah Wali Songo uses the 2013 curriculum at every grade level, starting from grade I to grade VI. Although classified as a new madrasah, MI Wali Songo Asy-Syirbaany has been accredited with a good predicate with a final score of 86 based on the National Accreditation Board for schools / Madrasah based on the Decree of Determination of BAP-S / M Accreditation Results on November 12, 2017 Number: 120 / BAP-S / M-SK / XI / 2017. MI Wali Songo Asy-Syirbaany South Tangerang City as an educational unit certainly has a vision and mission as well as goals to be achieved. With the vision and mission and goals, it will be used as a guideline in efforts to make madrasah policies and of course in improving the quality of education MI Wali Songo Asy-syirbaany.

Based on observational studies, the following researchers will describe the vision, mission, and goals of MI Wali Songo Asy-Syirbaany South Tangerang City. a. Vision of MI Wali Songo Ash-Syirbaany Socializing the Qur'an, being Religious, Scientific, National, Cultured and Akhlaqul Karimah b. MI Wali Songo Asy-Syirbaany Mission 1) The implementation of Islamic Education that is able to create graduates who are creative, innovative, and have charity. 2) Innovate the curriculum by collaborating between the General (National) curriculum and the Religious Curriculum (Salafi Pesantren). 3) The realization of quality Islamic education for all levels of society within the Wali Songo Asy-Syirbaany Foundation. 4) Empowering community participation in improving the quality of education. 5) The realization of participatory management by involving all school residents and stakeholders.

Based on the vision and mission above, it can be seen that MI Wali Songo Asy Syirbaany aims to give birth or produce humans who are able to read the Qur'an, be religious, scientific, national, cultured and have Akhlaqul Karimah based on the values of Islamic teachings. MI Wali Songo Asy-Syirbaany graduates are expected to actualize the knowledge they have gained in the community and the surrounding environment. c. Objectives of MI Wali Songo Ash-Syirbaany 1) Build quality educational institutions.) Creating and developing the ability of students who master the religious field of Ahlussunnah waljama'ah wan-nahdlah. 3) Forming an Islamic cultured society. MI Wali Songo Asy Syirbaany students in the last three years, namely in the 2020/2021 academic year, amounted to 255 students with a total of 12 learning groups. Furthermore, in 2021/2022 there were 329 students with a total of 15 learning groups. Then in 2022/2023 there are 363 students with a total of 16 learning groups. The following will show the data of students in the last 3 years:

Diagram 1.1

Student Data for the Last Three Years
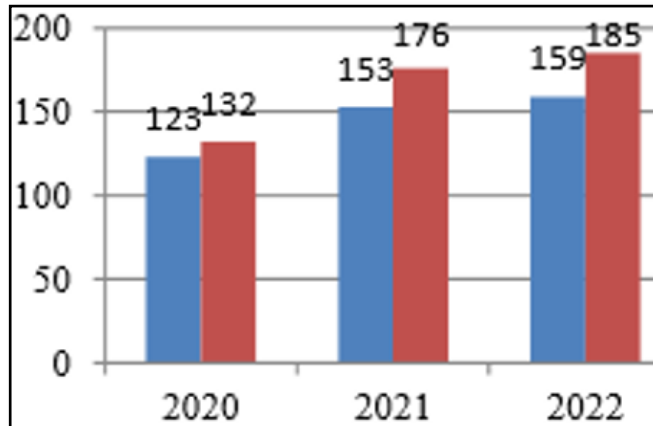
Based on the data above, it shows that every year MI Wali Songo Asy-Syirbaany South Tangerang City is not empty of enthusiasts. It is proven that every year MI Wali Songo Asy-Syirbaany South Tangerang City is able to accept students above the provisions set by the government. With the limited number of students accepted each year, it is expected to produce the best, excellent graduates and be accepted by superior junior high schools, MTs, and Islamic boarding schools. The selection process for MI Wali Songo Asy-Syirbaany students consists of: (a) submission and selection of files, (b) Taking written tests, reading tests consisting of general and religious categories, oral tests, and interviews. New Student Recruitment at MI Wali Songo The selection strategy for student admission in educational institutions is an effort to find and get students who are considered worthy to follow the learning process and have passed various kinds of test or exam processes at the educational institution. In the admission of students at MI, the guardian Songo selects students who have the ability and quality among the applicants using predetermined methods. Because by getting quality input, it certainly helps the learning process that is effective and efficient so that the graduates

produced by the educational institution are also qualified, and able to compete with graduates of other educational institutions.

This also serves to attract public interest in institutions so that the number of prospective students is increasing, the opportunity to get quality students is getting bigger, this also affects the improvement of the quality of educational institutions. The principles in student recruitment at MI Wali Songo are things or truths that are considered important for the implementation of student recruitment. Some principles in student recruitment are objective, transparency, accountability, and non-discrimination. The recruitment process is basically a systematic effort made by the institution to ensure those who pass or are accepted are those who are considered the most appropriate and in accordance with the specified criteria and the number needed. To facilitate this recruitment process activity, of course, there must be steps or processes that are passed so that this activity can run effectively and efficiently and as desired. The recruitment process for new students at MI Wali Songo is: the formation of a new student admission committee, a meeting to determine new students, making, installing, or sending announcements, registering new students, selection, determining accepted students, announcing accepted students, and registering accepted students.

Obstacles that occur in the implementation of accepting new students are an event that usually occurs in an activity. In carrying out an activity, it does not escape from an obstacle both faced by the committee and prospective students. Obstacles faced in the field usually occur from internal and external. The problem of accepting new students at MI Wali Songo that must be solved, namely: First, there are students whose test scores, the number of school test scores and skills are the same, and they are both at the lower limit of admission. To determine which students are accepted, this is not easy. Second,

there are prospective students who in terms of ability are still inferior to others, while those concerned get notes from certain officials who have high power in the area where the school is located. Third, the limited capacity and advice of schools, while in these areas there are very many prospective students who have high skills.

Conclusion

Student recruitment is a process of finding, obtaining, and determining students in accordance with the criteria that have been set in accordance with certain levels of education. The purpose of student recruitment is to get students who have characteristics in accordance with the ability of madrasah in fostering and developing students. The principles in the recruitment of students in Islamic educational institutions are a thing or truth that is considered important for the implementation of student recruitment.

Some principles in student recruitment are objective, transparency, accountability, and non-discrimination. Recruitment process activities, of course, there must be a strategy or steps passed so that this activity can run effectively and efficiently and as desired. The process of recruiting new students is the formation of an admission committee, a meeting to determine new students, making, installing, or sending announcements, registering new students, selection, determining the accepted ssiwa, announcing the accepted ssiwa, and registering the accepted ssiwa. Obstacles that occur in the implementation of accepting new students are an event that usually occurs in an activity. In carrying out an activity, it does not escape from an obstacle both faced by the committee and prospective students. Therefore, the principles of

strategic management according to Islamic concepts are indispensable as a basis for the implementation of new student admissions.

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