



Online Zonation System on New Student Admissions During the Covid-19 Pandemic

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ARTICLE INFO

Article history:

Received January 28, 2021
Revised February 16, 2021
Accepted April 24, 2021
Available online May 25, 2021

Kata Kunci :

Efektivitas, PPDB, Zonasi, Pandemi Covid-19

Keywords:

Effectiveness, PPDB, Zoning, Covid-19 Pandemic



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ABSTRAK

Penelitian ini bertujuan untuk menganalisis efektivitas penerapan sistem zonasi online pada penerimaan mahasiswa baru di masa pandemi Covid-19. Selama masa pandemi, seluruh proses PPDB dilakukan melalui satu jalur. Adapun kesulitannya, calon siswa bisa datang ke sekolah dengan tetap berpegang pada protokol kesehatan. Lokasi penelitian merupakan salah satu SMA favorit. Sumber data primer diperoleh dari wawancara mendalam secara langsung dengan informan. Sumber data sekunder diambil dari buku, jurnal, dan dokumen resmi lainnya dari informan. Pemilihan informan dilakukan secara purposive non-probability sampling: teknik pengumpulan data menggunakan observasi online, wawancara mendalam, dan dokumentasi. Validitas data menggunakan triangulasi sumber—analisis penelitian ini menggunakan metode deskriptif. Teknik pengumpulan data dilakukan melalui wawancara dengan orang tua, perwakilan sekolah, dan instansi terkait serta didukung juga dengan studi literatur terkait kebijakan zonasi sekolah. Hasil penelitian menunjukkan penerapan zonasi PPDB lebih efektif secara online di masa pandemi. Karena dapat meminimalisir kedatangan orang tua dan mengoptimalkan fungsi dari sistem PPDB yang ada. Penerapan kebijakan zonasi sekolah menimbulkan gejala di masyarakat. Keterbatasan waktu sosialisasi, kurangnya pemahaman mekanisme PPDB dengan sistem zonasi, dan standar pendidikan yang tidak merata menjadi beberapa kendala dalam pelaksanaannya di lapangan.

ABSTRACT

This study aims to analyze the effectiveness of the implementation of online zonation system on new student admissions during the Covid-19 pandemic. During a pandemic, the entire PPDB process is carried out through one route. As for the difficulty, prospective students can come to school by sticking to health protocols. The research location is one of the favourite high schools. Primary data sources were obtained from in-depth interviews directly with informants. Secondary data sources are taken from books, journals, and other official documents from informants. The selection of informants was selected by purposive non-probability sampling: data collection techniques used online observation, in-depth interviews, and documentation. The data validity used source triangulation—this research analysis using descriptive method. The data collection technique was carried out through interviews with parents, school representatives, and related agencies and was also supported by literature studies related to school zoning policies. The results showed that the application of PPDB zoning was more effective online during the pandemic. Because it can minimize parents' arrival and optimize the functions of the existing PPDB system. The implementation of the school zoning policy caused turmoil in the community. Limited time for socialization, lack of understanding of the PPDB mechanism with the zoning system, and uneven educational standards are some of the obstacles in its implementation in the field.

1. INTRODUCTION

In the 1945 Constitution, it has been mandated that all citizens have the right to education (Akbar, 2016; M. Hasbullah, 2015). The mandate of the 1945 Constitution should force the government to be able to provide educational services to the broadest possible extent to all Indonesian citizens without discrimination. The government's efforts in overcoming the problem of equal distribution of education quality are outlined in writing in policies implemented by the Minister of Education and Culture as the captain of education in Indonesia (Asyiah et al., 2018; Deswary, 2017; Hamdi, 2014). Various types of changes and improvements are continuously made in order to realize quality education. The quality of education can be seen from the context of input (input), process, and output (output), as for what is meant by input (input) in education, namely consumers who enjoy the implementation of education in an academic unit (Astuti & Prestiadi, 2020; Pangaribuan & Hariyati, 2019). These consumers, among others, parents, students, school residents, and the surrounding community. In managing input, academic units

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must provide the best service, including in the implementation of New Student Admissions (PPDB) (Safarah & Wibowo, 2018; Sari et al., 2017).

At the New Student Admissions (PPDB) stage, each education unit's selection process is carried out based on established rules so that the prospective students can be accepted. This process is an important thing to be implemented in educational planning. Academic units can analyze educational needs to achieve the goals outlined in the academic unit's vision and mission. The zoning system in the online New Student Admissions (PPDB) program is one of the government's strategies to achieve equitable and quality education (Pradewi & Rukiyati, 2019; Purwanti et al., 2019). In Indonesia, the New Student Admissions (PPDB) has undergone several system changes. Initially, the selection system for New Student Admissions (PPDB) at the Junior High School (SMP) and Senior High School (SMA) levels used National Examination Values or School Exam Values (Safarah & Wibowo, 2018; Widayanti & Rosdiana, 2019). In this selection system, prospective students with the highest National Exam Score or School Exam Score have the most excellent chance of being accepted. Many students with high test scores who gather in an academic unit assume that the education unit is a unique or favorite education unit. In contrast, the others are a standard educational unit. Along with technological developments, the New Student Admissions (PPDB) system has also changed (Bintoro, 2018; Mareta et al., 2021).

West Java Governor Decree Number 422.1 / 8904-Set-Disdik dated May 9, 2018, regarding PPDB technical instructions for Senior High Schools, Vocational High Schools, and Special Schools. Explains that what is meant by PPDB is an educational service to fulfill the fundamental rights of citizens of the state to obtain quality and equitable education by applying the principles of being objective, accountable, transparent, and without discrimination. Thus encouraging increased access to education services in Provincial Regions. New Student Admissions (PPDB) aims to provide services for school-age children/graduates to enter higher education units in an orderly, directed, and quality manner (Warsita, 2015). Meanwhile, it is one of the mechanisms for implementing education ahead of the new academic year where the selection of prospective students is carried out by the education unit to be accepted as students' academic unit (Lestari & Rosdiana, 2018). From these various definitions, it can be concluded that the admission of new students is the first step in the management of students who manage and select superior prospective students through terms and selection designed by the academic unit.

The process of admitting new students in Indonesia has experienced rapid development. In the present, one of the selections used in the admission of new students is through zoning. Zoning means dividing or splitting an area into several parts, according to its management functions and objectives (Mashudi, 2019; Nanggala, 2020). In line with that, zoning is a development of rayonization (Perdana, 2019). Rayonization, is a division of areas based on an agreement, so zoning emphasizes more on the functions and objectives of its management (Perdana, 2019). So the zoning system for New Student Admissions (PPDB) is a PPDB system based on the division of the area closest to where students live. Based on the PPDB Online information system, this report's results are used to accept new students online in the new academic year. This PPDB Online information system was designed using the Power Designer 15.1 case tool and was built using the PHP programming language and MySQL database. The information system can be accessed by two entities, namely the committee and prospective new students (Ginting et al., 2019). The PPDB committee validates the registration file and produces a new student report announced to prospective new students and the Student Section. Also, Web-Based New Student Admissions at SMK Negeri 1 Kelapa Bangka Barat. Although the education and learning model has currently entered the era of globalization, the facts in the field show that digital mastery and socialization are still minimal.

In this day and age, adaptation to technology is not something strange. The more advanced technological developments have an immediate impact on many things, likewise in the world of education. Through technology, all activities in the world of education become easier and tend to be faster. Likewise, an organization's information system's success depends on several factors, namely, how the system is run (Rakes et al., 2006; Seage & Türegün, 2020). Likewise, with the ease of the system for the users and the utilization of the technology used. The local government should record the adequacy of schools by evaluating readiness in the zoning system. Ensure that infrastructure are adequate to achieve equitable education, for example, the number of adequate teachers for each zone. Besides the availability of information online and through pamphlets and bulletin boards; The impact of the zoning system needs to be mapped. With this in mind, the implementation of the education decentralization policy can be more effective and efficient for the world of education during this pandemic (Nash & Churchill, 2020; Remuzzi & Remuzzi, 2020). The Covid-19 pandemic that has come to all parts of the world has changed people's activities in various fields, including education (Chingiz, 2020; Gamage et al., 2020). COVID-19 is a contagious disease that spreads very quickly, either directly or indirectly, from one person to another. This condition attacks the respiratory system, such as the nose, throat, and lungs. One way to break the

chain of the spread of this pandemic, especially in Indonesia, is implementing a PSBB (Large-Scale Social Restriction) policy (Hutauruk & Sidabutar, 2020; Kurniasari et al., 2020). This policy is a policy of restricting the movement of people, known as maintaining distance. Besides having an impact on the social sector, activities to maintain distance also impact the education sector. The most obvious impact is when students have to learn from home. As a result, school operations have undergone system changes. Teaching and learning processes, school administrators are now carried out in a network, likewise with the New Student Admissions (PPDB) activity (Kristyaningrum & Ardiansyah, 2019). In the zoning system, it is regulated that schools run by local governments must accept prospective students who are domiciled in the radius of the closest zone from the school, at least 90 percent of the total number of students accepted (Bintoro, 2018).

PPDB activities that were initially carried out face-to-face have turned into networks. Before the pandemic, all PPDB activities were carried out at the intended school, but PPDB activities were carried out online during the pandemic. The effectiveness of online zoning PPDB activities is greatly influenced by all parties involved in technology. Research on the effectiveness of the implementation of online zoning PPDB at SMA Negeri 4 Bekasi City. It is intended to measure the extent to which the achievement of the objectives of the Zoning PPDB can be obtained at SMA Negeri 4 Kota Bekasi. by using the measure of effectiveness initiated by Duncan, including goal achievement, integration, and adaptation.

2. METHODS

The type of research used in this is field research. The approach used is a qualitative approach using a case study research design. The definition of qualitative research is research that uses a natural setting to interpret the phenomena that occur and are carried out involving various existing methods (Moleong, 2017; Satori et al., 2010). Data collection techniques used were interviews, observation, and documentation. This study's sources of data are the PPDB committee at SMAN 4 Bekasi City, namely the Principal, Deputy Principal of Public Relations, and school operators. The research location is one of the favored high schools in Bekasi. Primary data sources were obtained from in-depth interviews directly with informants. Secondary data sources are taken from books, journals, and other official documents from informants. The selection of informants was selected by purposive non-probability sampling: data collection techniques used online observation, in-depth interviews, and documentation. The data validity used source triangulation—this research analysis using descriptive method. The data collection technique was carried out through interviews with parents, school representatives, and related agencies and was also supported by literature studies related to school zoning policies.

3. RESULT AND DISCUSSION

Results

SMAN 4 Bekasi is located at Jalan Cemara Permai, Harapan Jaya, North Bekasi District, Bekasi City, West Java Province. The school was founded and declared to start operating based on Decree No. 0260 / O / 1994, issued on October 5, 1994. This SMA is the parent or head of the cluster in the sub-district 2 SMA Negeri Bekasi. This school is one of the schools that has many enthusiasts due to various reasons. One of them is because this school has adequate facilities and infrastructure. Based on Dapodik data, there are 31 classrooms, eight laboratory rooms, and one library room. Thirty-one classrooms are divided into three study groups with the data as presented in Table 1.

Table 1. Data for Study Groups at SMAN 4 Bekasi City

No	Description	Details	Total	Amount
1	Grade 10	Male	158	356
		Female	198	
2	Grade 11	Male	159	393
		Female	234	
3	Grade 12	Male	132	352
		Female	220	

Based on the group data in the Table 1, it can be seen that 31 classrooms at SMAN 10 Bekasi are for grade 10, grade 11, and grade 12 students. The number of grade 10 students is 356 students consisting of 158 male students and 198 students. Female students; The number of students in grade 11 was 393 students consisting of 159 male students and 234 female students; The number of students in grade 12

was 352 students consisting of 132 male students and 220 female students. According to representatives of SMAN 4, there are five stages planned in implementing the PPDB zoning system policy at SMAN 4. starting from the implementation of the meeting, discussing PPDB zoning guidelines from the government. Determining the parties to formulate various rules used as references in implementing The zoning PPDB at SMAN 4 determines the zoning PPDB criteria and implements the zoning PPDB. To facilitate PPDB zoning online during the pandemic at SMAN 4 Bekasi City, the public can monitor information through the PPDB website of the West Java Provincial Education Office with the link <https://ppdb.disdik.jabarprov.go.id/>. This website can make it easier for prospective students to register for school because they only need to connect to the internet, and registration can be done anywhere and anytime. schools also make recording financial reports and data reports of new student admissions easier because it can check registrant data through the website directly. The school also always updates school information through the school website on the sman4bekasi.sch.ac.id link or through the school's social media. The school dramatically limits visits and face-to-face meetings both in coordination and to answer questions from prospective students. All activities are carried out online using the Conference application and school social media.

SMAN 4 considers that the implementation of the PPDB zoning policy can positively impact the form of increased cooperation and coordination between schools and the surrounding community. Per the relatively close distance between the school and the community, the school's various programs can be identified easily by the community, which are then well supported by the community in their implementation. In addition to having a positive impact, it turns out that the implementation of the PPDB zoning policy at SMAN 4 also has a negative impact, namely in the form of a tendency to decline in academic achievement in schools due to the unequal abilities of students. Also, although the primary goal of zoning PPDB is to reduce the distance between schools and students, this does not necessarily improve students' discipline. It can be seen in the presence of students who are still late even though the distance between their house and school is relatively close. Based on the research results in the field, it can be obtained data that the effectiveness of PPDB zoning online at SMAN 4 Bekasi is good. It is outlined in the Table 2.

Table 2. Benchmarking the effectiveness of online zoning PPDB at SMAN 4 Bekasi

No	Benchmarks of Effectiveness	Information
1	Achievement of Objectives	The objectives of the implementation of PPDB zoning in this school can be said to be achieved. The number of students who registered from the zoning route through the available PPDB application met the required quota.
2	Integration	There are no significant obstacles encountered during the implementation of PPDB zoning at SMAN 4 Bekasi in integration.
3	Adaptation	The facilities and infrastructure provided to support the system are adequate in terms of physical and internet networks to do PPDB online. The socialization process was quite good, so it did not cause significant obstacles for prospective students.

Discussion

New Student Admissions (PPDB) need to be designed in such a way because it is essential in an educational institution. The PPDB design is online with a system that is easily understood by the general public. PPDB online aims to automatically make the selection starting from the registration process, selecting to the announcement of the selection, which is carried out online (Kristyaningrum & Ardiansyah, 2019; Sari et al., 2017). The community hopes that the online PPDB system is well fulfilled so that the implementation of a new student admission system that applies is objective, transparent, accountable, fast, and accurate. Effectiveness is a benchmark that explains how far the target can be achieved (Akbar & Mohi, 2018; Sukemi & Andries, 2018). Effectiveness is also a measure that states how far the targets (quantity, quality, and time) have been achieved by management, which targets have been predetermined (Hajaroh, 2018; Wahab, 2016). Based on this opinion, effectiveness is a measure of target achievement. Researchers used Duncan's effectiveness measurement theory to measure the effectiveness of online zoning PPDB during a pandemic, which includes goal achievement, integration, and adaptation. Achieving goals means that the overall effort carried out can be seen as a process; integration can socialize, communicate with various parties, and adapt, which means adapting to the environment. The positive impact of zoning system implementation is equal student input and increased learning motivation in favourite schools. In contrast, the negative impact can affect students' social environment and social

jealousy (H. Hasbullah & Anam, 2019; Hoerudin, 2019). To overcome these negative impacts, the socialization of PPDB zoning is crucial, considering the ability to understand the system used is necessary to register schools. Therefore, all school coordination activities with the related Education Office can be witnessed directly by the community through the YouTube application. The school provides a policy if there are prospective students who have difficulty registering online, they can come directly to the school by bringing the required data.

As part of implementing the zoning system PPDB technical guidelines, SMAN 4 Bekasi must assist prospective students registering. In connection with the crucial budget issues, the informants stated that implementing the PPDB online zoning system is under the technical guidelines that have been determined, namely taken from BOS (School Operational Assistance) funds. The allocation of funds is to prepare the facilities and infrastructure needed to implement the PPDB zoning system. System improvement is a top priority because the PPDB zoning system is implemented online to comply with health protocols established by the government during the Covid-19 pandemic. System problems can also come from poor internet connections, so schools budget funds to improve the network's quality that supports the smooth running of the system so that all parties no longer experience difficulties when accessing the systems used in PPDB.

The implementation of PPDB zoning at SMAN 4 Bekasi can run smoothly, orderly, and safely. Can be achieved by supporting factors in the form of hard work from the committee and support from the school community. Some factors hinder the implementation of PPDB zoning at SMAN 4, namely in the form of a community's tendency to want their children to be accepted in school. Hence, they act less sporty by writing false ordinates. However, this can immediately be resolved through good coordination between the school and prospective students' parents. The school principal and supervisor mainly carry out the supervision during the PPDB process of the zoning system at SMAN 4 Bekasi. The supervision's essence is more about efforts to assist the committee in overcoming problems found during the PPDB process. Both school principals and supervisors often monitor the committee's work process, carry out morning briefings, and ask for reports every day to ensure that all activities go according to plan and all problems can be appropriately resolved. Apart from being assisted by supervisors' role, the PPDB committee can also overcome the problems faced due to the existence of a communication group between committees from different schools. In this group, various important information related to the implementation of the PPDB zoning system policy is often conveyed. Group members can receive this information or can ask questions and ask for help when they are facing problems during the PPDB implementation process.

4. CONCLUSION

The implementation of online zoning PPDB at SMA Negeri 4 Bekasi City has been effective. Is can be seen from the achievement of the goal: The goal of online zoning PPDB at SMAN 4 Bekasi has been achieved. Prospective students who register in the zoning route are adjusted to the available quota at the school. The goal of online registration activities was achieved well, namely minimizing the potential for Covid-19 through crowds by prospective students at the registration location. The socialization process for online zoning PPDB activities has been well implemented in this school. All PPDB zoning committees and other parties who work in schools are given an excellent understanding to convey it back to people who need information. Health protocols are also strictly implemented in schools as proof of compliance with government programs to prevent the spread of Covid-19. In the school environment itself, schools put up various banners and posters containing PPDB zoning regulations during the pandemic, including all stages of PPDB activities. SMAN 4 Bekasi City can adapt the PPDB zoning program during the Covid-19 pandemic, namely by maximizing all available resources in schools. The school was also able to invite all prospective students to adapt by following the school's rules, namely minimizing visits and optimizing the use of social media and websites for communication. The school also opens opportunities to communicate directly for essential matters to make it easier for prospective students and provide the best PPDB services. The suggestions that researchers can provide are a need for continuous system improvement to facilitate online zoning PPDB activities in the future. Schools are also required to develop for the betterment of schools in the future continuously.

5. ACKNOWLEDGEMENT

The first gratitude and gratitude goes to Allah SWT because thanks to His grace, the author completed research and articles entitled the effectiveness of online Zoning PPDB during the Pandemic at

SMA Negeri 4 Bekasi City. This article can be compiled with the help of various parties, namely: (1) Koorprodi Postgraduate Management of Education who is the Research Supervisor, Mr. Dr. Matin, M.Pd, (2) Mr. Dr. Sugiarto Sutomo, MA (3) Mr. Ahmad Basir and Mrs. Surayah, both parents who always support researchers (4) Principal of SMA Negeri 4 Bekasi City, (5) The entire board of teachers of SMAN 4 Bekasi City (6) All families and all parties who have supported researchers. Hopefully, this research will be of benefit to those who read it.

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