



Management of New Student Admissions at SMPN 215, West Jakarta

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Abstract: This study aims to analyze and describe the process of managing new student admissions at SMPN 215 West Jakarta. The management of new student admissions is an essential part of efforts to achieve the school's vision and mission and to meet the educational needs of competent students. This study employs a qualitative approach, using data collection techniques such as interviews, observations, and documentation. The research results show that the management of new student admissions at SMPN 215 West Jakarta involves several stages: socialization, registration, selection, and announcement of selection results. This process involves various parties, including the admissions committee, teachers, and students' parents. Furthermore, implementing a technology-based information system facilitates the registration and selection processes. However, challenges related to facility and infrastructure limitations still need attention. Overall, the management of new student admissions at SMPN 215 West Jakarta has been well carried out. However, some aspects require improvement to enhance the quality and efficiency of its implementation going forward.

Keywords: Admission management, student selection, information system

Abstrak: Penelitian ini bertujuan untuk menganalisis dan mendeskripsikan proses pengelolaan penerimaan mahasiswa baru di SMPN 215 Jakarta Barat. Pengelolaan penerimaan siswa baru merupakan bagian penting dari upaya untuk mencapai visi dan misi sekolah dan untuk memenuhi kebutuhan pendidikan siswa yang kompeten. Penelitian ini menggunakan pendekatan kualitatif dan menggunakan teknik pengumpulan data seperti wawancara, observasi, dan dokumentasi. Hasil penelitian menunjukkan bahwa pengelolaan penerimaan mahasiswa baru di SMPN 215 Jakarta Barat melibatkan beberapa tahapan: sosialisasi, pendaftaran, seleksi, dan pengumuman hasil seleksi. Proses ini melibatkan berbagai pihak, termasuk panitia penerimaan, guru, dan orang tua siswa. Selain itu, penerapan sistem informasi berbasis teknologi memudahkan proses pendaftaran dan seleksi. Namun, tantangan terkait keterbatasan sarana dan prasarana masih perlu diperhatikan. Secara keseluruhan, pengelolaan penerimaan mahasiswa baru di SMPN 215 Jakarta Barat telah terlaksana dengan baik, meskipun beberapa aspek perlu perbaikan untuk meningkatkan kualitas dan efisiensi pelaksanaannya di masa mendatang.

Kata Kunci: Manajemen penerimaan, seleksi siswa, sistem informasi

INTRODUCTION

Education is a complex and multidimensional process that aims to develop individuals' potential optimally. According to Law No. 20 of 2003, education is a conscious, planned effort to create a learning environment that enables learners to develop various aspects

of themselves, including spiritual, intellectual, emotional, and social skills. (Nur Fadylla Isti Qamah, Sumarlin Mus, and Irmawati, 2023) In this context, education takes place not only in schools but also in family and community environments, creating a lifelong learning process.

Learners are individuals involved in the educational process through formal, non-formal, and informal channels. They can be students, students, students, students, or other learning citizens. Students have unique characteristics, including independence in making educational choices, developmental potential, and diverse backgrounds that affect how they learn. In the education system, students are the main focus of all learning activities. Without students, educational goals cannot be achieved.

Students not only play the role of recipients of information, but also as active actors in the teaching and learning process. Their involvement in discussions, group work, and practical activities is essential to creating an effective learning experience. (Bakhrudin, 2015). In addition, learners also contribute to the development of social and practical skills necessary to face future challenges. Through the feedback they provide, educators can evaluate the effectiveness of teaching methods and make continuous improvements.

At SMPN 215 West Jakarta, the management of new student admissions (PPDB) is a crucial initial stage in preparing students to enter formal education. The PPDB process must be carried out transparently and fairly to attract qualified prospective students. However, challenges in PPDB management often arise, including a lack of information about registration procedures and difficulties with the selection process. (Amarullah, 2022). Therefore, the use of information technology in the management of PPDB is an increasingly important aspect to facilitate access for prospective students and parents.

By understanding the essence of education and the role of students in the education system, this study aims to evaluate and describe the management of new student admissions at SMPN 215 West Jakarta. The results of this study are expected to provide recommendations for improving the existing PPDB system, thereby enhancing the quality of education and community satisfaction with the educational services provided by schools. Through better PPDB management and a deep understanding of student needs, SMPN 215 West Jakarta can create a more quality and inclusive learning environment for all prospective students.

METHODOLOGY

This research is qualitative: data are collected in the form of words and images, not numbers. Sutarna explained qualitative research as the study of natural social phenomena, events, and activities.

This qualitative research is intended to understand and examine the picture of the management of new student admissions by describing the research using documents, images, and interview results, which serve as case studies, in order to reveal and obtain the appropriate information.

The appropriate research method is the descriptive-qualitative method. Detailed explanation of the research approaches and methods that can be used: Qualitative Approach: This study aims to understand the phenomenon of managing new student admissions (PPDB) at SMPN 215 West Jakarta by deepening, analyzing, and interpreting aspects related to the PPDB process and challenges, as well as its impact on the quality

of education and community satisfaction. This approach is suitable because the problem raised emphasizes understanding the process and the conditions at hand rather than quantitative measurement.

Descriptive Method: This study aims to describe in depth the management of PPDB, from planning to evaluation, as well as the challenges encountered in the process. Using a descriptive method, the researcher will compile a detailed account of the PPDB process, its impact on students and society, and the role of technology in it.

Data Collection Techniques: In-depth interviews with related parties, including school principals, PPDB committees, students, and parents, to explore their views, experiences, and challenges. **Observation:** Directly observe the implementation of PPDB at SMPN 215 West Jakarta to see how this process is carried out in the field. **Documentation:** Gather relevant documents, including the school's PPDB policy, registration forms, and previous evaluation reports. **Data Analysis:** The collected data will be analyzed using qualitative methods, such as thematic analysis, to identify key themes related to challenges and practices in PPDB. The findings of this analysis will be compiled into a narrative that describes the process and provides recommendations for improvement.

This method aims to deepen understanding of how PPDB management is carried out at SMPN 215 West Jakarta, as well as to provide a clear picture of the factors that affect the quality and effectiveness of the system.

RESULT AND DISCUSSION

Result

In this section, the researcher will describe in depth the results of interviews conducted to analyze marketing strategies for increasing new student admissions at SMP Negeri 215 Jakarta. The researcher uses relevant research instruments to comprehensively examine the marketing strategies schools use to attract prospective students.

The instruments used included interviews with school personnel, including principals, teachers, and the team responsible for implementing New Student Admissions (PPDB). In addition, interviews were also conducted with the parents of prospective students to gain perspective on the effectiveness of the marketing strategies implemented. By exploring various aspects of marketing strategies, such as social media promotion, collaboration with the educational community, and leveraging the school's academic and non-academic reputation, the researcher seeks to understand the factors that contribute to increasing enrolment at this school.

Through an in-depth analysis of the interview results and the research instruments used, this study aims to provide a clear picture of the effectiveness of the implemented marketing strategies and to offer recommendations for developing more optimal strategies in the future.

SMP Negeri 215 Jakarta: Planning and Implementation of PPDB Online

SMP Negeri 215 Jakarta conducts the online New Student Admission (PPDB) process to comply with policies set by the DKI Jakarta Provincial Education Office. The implementation of PPDB is designed by following the directions contained in the official circular issued by the authorities. The circular serves as the main guideline that

regulates various aspects of the process of accepting new students, including the selection stages and administrative requirements, as well as the registration mechanism that prospective students and parents or guardians must follow.

As a first step in preparing for the implementation of PPDB, the school conducted careful planning by forming a special committee responsible for managing the entire new student admission process. The formation of this committee was officially carried out through the issuance of a Decree (SK) by the school, which lists the committee members, their respective duties and responsibilities, and the work mechanism to be carried out during the PPDB period. With a structured committee with clear duties, it is hoped that the entire student admission process will run smoothly, orderly, transparently, and in accordance with the procedures set by the government.

In addition, the school strives to ensure that all information related to PPDB is conveyed properly to the community, especially prospective students, parents, or guardians. Information about the registration schedule, selection stages, administrative requirements, and procedures to be followed is disseminated through various media, such as the school's official website, social media, and school bulletin boards. This is done so that all parties involved in the PPDB process can gain a clear understanding and follow each stage easily without difficulty.

With careful preparation, strong coordination between the committee and the school, and transparency at every stage, the implementation of PPDB at SMP Negeri 215 Jakarta is expected to proceed effectively and efficiently, in accordance with the principles of fairness for all prospective students. This step also reflects the school's commitment to providing quality educational services and to supporting government policies aimed at realizing an objective, transparent, and accountable student admission system.

PPDB Marketing Strategy

Even though public schools such as SMP Negeri 215 Jakarta have a natural appeal and a high number of applicants each year, the school still actively conducts various socialization activities to ensure that all information related to New Student Admissions (PPDB) is conveyed clearly and evenly to the community. This socialization aims to provide a comprehensive understanding of the registration procedure, the requirements to be met, and the selection stages to be followed, so that prospective students and parents or guardians can better prepare.

In its implementation, the school collaborates with various elements of society, such as the head of RT, RW, the village party, and the local community, all of whom play an important role in disseminating information in the surrounding environment. Through this synergy, schools can reach more prospective students, including those with limited access to digital information.

The socialization methods used are also diverse, ranging from disseminating information through direct invitations to the local community to installing various promotional media, such as banners and leaflets, in strategic locations. In addition, to adapt to technological developments and the needs of modern society, schools use digital platforms, such as social media and official websites, to convey information more widely and effectively.

With intensive, structured socialization efforts, it is hoped that the entire community, especially prospective students and parents, can gain a clear understanding

of the PPDB mechanism, enabling them to follow the process more easily, smoothly, and without significant obstacles. (Permana et al., 2025).

PPDB Selection Criteria and Pathways

The Selection of New Student Admissions (PPDB) at SMP Negeri 215 Jakarta is carried out according to criteria set by the DKI Jakarta Provincial Education Office. This selection process aims to ensure that new student admissions are conducted objectively, transparently, and in accordance with applicable policies. To provide fair opportunities for all prospective students, there are several admission pathways with their respective terms and conditions, namely:

Zoning Pathway: This pathway is intended for prospective students who live in the school's vicinity. The selection is based on the distance between the residence and the school; the closer the home is to the school, the greater the chance of being accepted. The zoning pathway aims to provide easier access to education for students in the surrounding area and usually has the largest quota among pathways.

Achievement Pathway: This path is intended for prospective students who have academic and non-academic achievements. Academic achievements can be reflected in report card scores or class rankings. In contrast, non-academic achievements include achievements in sports, arts, or other competitions at the city, provincial, national, and international levels. Selection along this path is based on certificates or proof of appreciation held by prospective students.

The Affirmation Pathway is intended for prospective students from underprivileged families or facing certain social conditions. Participants who register through this route must include proof of participation in government social assistance programs, such as the Smart Indonesia Card (KIP) or the Family Hope Program (PKH). This path aims to provide greater opportunities for students from underprivileged families to continue accessing quality education.

Parent Transfer Pathway: This pathway is intended for prospective students whose parents have moved for work assignments in the area around the school. To register through this route, prospective students must include a certificate of transfer of duties from the agency or company where the parents work. This path is quota-limited and intended only for families who have really experienced a change of residence due to their parents' work.

Each admission path has a predetermined quota, with the zoning route typically receiving the largest allocation to ensure alignment with students who live near the school. With these various selection paths, it is hoped that the PPDB process can be run more inclusively and fairly, providing equal opportunities for all prospective students to obtain education at SMP Negeri 215 Jakarta.

Utilization of Digital Media

Although SMP Negeri 215 Jakarta does not specifically run promotions to attract new prospective students, the school still strives to disseminate relevant information through various digital media platforms. The use of social media such as Instagram, Facebook, and TikTok is one of the main strategies for conveying important information about school achievements.

Through the digital platform, the school actively shares students' and educators'

academic and non-academic achievements. Achievements in various fields, such as science competitions, mathematics olympiads, sports competitions, arts, and other excellent extracurricular activities, are regularly published to showcase the quality of the school's education. In addition, the school shares important moments, such as teaching and learning activities, school programs, and participation in various official events involving students and teachers.

With this effort, the public, especially prospective students and parents, can get a clearer picture of the educational environment at SMP Negeri 215 Jakarta. Information conveyed through social media not only serves as a form of transparency for schools in showcasing their achievements, but also becomes a distinct attraction that reflects the quality of education and the various advantages schools offer.

Indirectly, the use of digital media also helps improve the school's reputation in the public's eyes. Prospective students and parents looking for information about schools can easily access published content, helping them feel more confident in choosing SMP Negeri 215 Jakarta as a place to study. Thus, even though it does not promote directly, the school's presence in digital media still plays an important role in building a positive image and attracting the interest of new prospective students.

Challenges in PPDB

During the New Student Admission (PPDB) process, SMP Negeri 215 Jakarta faced several challenges that required special attention. One of the main obstacles is technical issues, especially for parents of prospective students who are not used to using technology during the online registration process. These difficulties generally include limitations in accessing the PPDB page, errors in uploading required documents, and a lack of understanding of digital registration procedures.

To overcome these problems, the school took proactive steps by providing a PPDB service post as a help center for parents who experienced difficulties during the registration process. This post serves as a place for consultation and direct assistance, where school officers are available to assist with various technical aspects, including providing step-by-step guidance on accessing the system, helping fill out online forms, and ensuring that all required documents are uploaded correctly.

In addition to providing direct services, the school also seeks to provide further education through various communication channels, such as disseminating written guides in easy-to-understand brochures or infographics, and sharing video tutorials on the school's social media. With these initiatives, it is hoped that all parents, especially those with limited technology use, can follow the PPDB process more smoothly and without significant obstacles.

Through the provision of service posts and various other forms of assistance, SMP Negeri 215 Jakarta is committed to ensuring that all prospective students have the same opportunity to participate in the selection process, without being constrained by technical limitations their parents may face.

Student Attraction and Expectations

Based on interviews with students, the main attraction for prospective students is the school's academic and non-academic achievements. Many students choose to attend SMP Negeri 215 Jakarta because of its brilliant track record of achievements, both in academic fields such as science and mathematics olympiads and in non-academic fields

such as sports, arts, and other extracurricular competitions.

One of the main attractions for students is the diversity of extracurricular activities that are not only active, but also often compete in various events and win awards. Success in these various competitions provides additional motivation for students to develop their interests and talents beyond formal learning activities. With the school's full support for extracurricular activities, students feel more motivated to excel and hone their skills across various fields.

In addition, a conducive and supportive learning environment is also one of the main reasons why SMP Negeri 215 Jakarta is a favorite choice. Adequate facilities, a comfortable learning atmosphere, and the support of competent teachers create a fun, high-quality learning experience for students. This positive school environment also helps increase students' learning spirit and sense of togetherness.

The students also expressed their hope that the school would continue to improve achievements in various fields and maintain the quality of education that has been built so far. This expectation reflects students' high level of trust in the school and their pride as part of SMP Negeri 215 Jakarta. With the spirit and commitment that continue to be upheld, the school is expected to continue developing and maintaining its reputation as one of the leading schools in Jakarta.

Discussion

The discussion of this study shows that mobile-based shadowing techniques make a positive contribution to improving students' vocabulary mastery. Students who used mobile devices to shadow showed improved ability to recognize and remember new vocabulary faster. This happens because the shadowing technique allows students to receive language input repeatedly while producing output directly. The combination of input and output helps the process of internalizing vocabulary more effectively. This approach aligns with the view that shadowing can connect the processes of simultaneous listening and speaking to strengthen lexical understanding (Kadota, 2019; Hamada, 2018).

In addition, the use of mobile tools provides students with the flexibility to study independently outside the classroom. Students can repeat the audio material anytime and anywhere, increasing the frequency of practice. The increase in the frequency of this exercise affects vocabulary memory. Mobile-assisted learning also allows for more personalized learning tailored to each student's learning speed. (Harpiansi, Anggra Prima, 2025; Purwanto, Yuliana, Nurdianingsih, et al., 2025). This is supported by research showing that mobile-assisted language learning increases the effectiveness of language learning by providing more flexible and sustainable access to learning (Kukulka-Hulme & Shield, 2008; Stockwell, 2013).

The study also shows that students become more active and motivated during the learning process. The use of mobile technology makes shadowing activities feel more interesting than conventional methods. Students not only listen but also repeatedly imitate the audio. This activity increases students' cognitive and emotional involvement. (Fitria Marisyia et al., 2025; Purwanto, Yuliasri, et al., 2025). Previous research has also found that the use of digital technology in language learning can increase student motivation and involvement in classroom activities (Kessler, 2018; Budiyanto et al., 2024).

In addition to increasing motivation, mobile-based shadowing techniques also

help students understand vocabulary in context. Students not only memorize words, but also understand how they are used in sentences. This process helps students develop communication skills more naturally. This approach aligns with vocabulary learning theory, which emphasizes the importance of context exposure for improving vocabulary retention (Nation, 2001; Schmitt, 2010).

The findings of this study also show that students experience increased confidence in using new vocabulary. Repeated shadowing exercises make students more familiar with the pronunciation and use of words. This confidence encourages students to use new vocabulary in communication. Previous research has also shown that shadowing can improve fluency and confidence in second language use (Murphey, 2001; Martinsen et al., 2017).

However, the study also identified several challenges in implementing mobile-based shadowing. Some students experience technical issues such as poor audio quality and device limitations. In addition, some students need time to adapt to shadowing techniques because they are not used to imitating audio directly. (M Bambang Purwanto, 2025; Vivin Afini, Fitri Nurdianingsih, Ridayani, 2025). This challenge was also found in mobile-assisted language learning research, which stated that technical factors and user readiness can affect the effectiveness of mobile-based learning (Burston, 2015; Teng, 2020).

Overall, this study's results show that integrating shadowing techniques with mobile tools is an effective strategy for improving L2 vocabulary mastery. The use of mobile technology not only increases learning flexibility but also strengthens student engagement and increases vocabulary retention. (Ariya Agustin, M Bambang Purwanto, 2025; Purwanto, Yuliana, Agustin, et al., 2025). Thus, this approach can be an innovative alternative in learning English, especially in the context of technology-based learning in the digital age. These findings also strengthen the role of technology in supporting more interactive and effective language learning (Kessler, 2018; Nasar et al., 2023).

CONCLUSION

Based on the analysis above, several suggestions can be submitted to improve the management of New Student Admissions (PPDB) at SMPN 215 West Jakarta: Improving the Utilization of Information Technology to make the PPDB process more efficient and transparent, it is recommended to increase the use of information technology in all stages of PPDB, starting from registration to the announcement of selection results. Socialization of PPDB procedures must be more intensive, both through social media, school websites, and direct meetings with parents. Although the zoning system aims to equalize access to education, its implementation needs further evaluation to avoid dissatisfaction among parents and students. The PPDB selection process should not only focus on academic achievement, but also consider the social, emotional, and individual potential of prospective students. To avoid capacity constraints in accommodating prospective students, SMPN 215 West Jakarta is recommended to improve its existing facilities and infrastructure. Every stage of the PPDB process must be properly monitored by the school, both during implementation and after completion.

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