

Communication of Educational Zoning Policy in Makassar City

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ABSTRACT

This study aims to 1) To examine the communication of the educational zoning policy for the acceptance of new students in the city of Makassar, 2) To describe the implementation of the educational zoning policy for the acceptance of new students in the city of Makassar, 3) To describe the pattern of mass communication in the education zoning policy on the acceptance of participants. new students in Makassar city. This research method uses a qualitative approach with data collection techniques through observation, interviews and documentation. The data analysis technique uses an interactive model, namely data collection, data condensation, data presentation, and verification/conclusion. The results showed that 1) the communication of the educational zoning policy for the acceptance of new students was deemed to be less effective, 2) The implementation of the zoning policy for New Student Admissions is considered less effective, 3) The mass communication pattern in the zoning policy for new student education in Makassar is considered effective. Overall, it can be understood that the communication of education zoning policies in Makassar City is less effective, this is the absence of massive socialization.

Keywords: Communication, policy, education zoning

INTRODUCTION

Public policies are decisions or choices of actions that directly regulate the management and distribution of natural, financial and human resources for the public interest, namely the people, residents, communities or citizens (Abidin, 2012; Akib & Si, 2008; Sinambela, 2019; Subarsono, 2011; Winarno, 2007). Viewed from the process, public policy is defined as the result of synergies, compromises or even competition between various ideas, theories, ideologies, and interests that represent a country's political system (Bakry, 2010; Irawan et al., 2011; Subarsono, 2011; Winarno, 2008). In the policy phenomenon, especially in Indonesia as stated (Bakry, 2010; Kuriniawan, 2018). Education in Indonesia seems to still have not made humans, experiences and everyday realities the basis of knowledge. The long journey of national education in fact still leaves so many gaps and limitations, especially when dealing with the true/ideal character of education. The "unloading" of national education policies (in this case the national education curriculum) often creates confusion among education actors to the pedagogical aspect. In the 2018 new school year, there was a lot of excitement in the print and online news regarding the zoning system for new student admissions. Starting from the disappointment of parents whose children are not accepted in superior schools, the management of the SKTM (Certificate of Incapacity) which is not properly used and also about the crowds of people taking care of the domicile certificate at the Population and Civil Registry Office. On the truth claims In The Theory of Communicative Action, (Habermas, 1987) namely an agreement about the natural and objective world related to the phenomenon of the problems above, the policy is considered not objective in the world of education today, because public opinion arises about the injustice of the educational

zoning policy. Based on the phenomenon of the education zoning system policy in Makassar, the author takes the title "Communication of Educational Zoning Policy in Makassar City".

METHOD

The type of research used in this research is qualitative research. (Sugiyono, 2019) defines qualitative research as research that uses a natural setting, with the intention of interpreting the phenomena that occur and is carried out by involving various existing methods. The location of this research is the Education Office of South Sulawesi Province which is located on Jl. Pioneer of Independence KM 10, Makassar, SMAN 1 Makassar located on Jl. G. Bawakaraeng No. 53, Gaddong, Kec. Bontoala, Makassar City, SMAN 17 Makassar is located on Jl. Sunu No.11, Suangga, Kec. Tallo, Makassar City, SMAN 21 Jl. Tamalanrea Raya No. 1A, Tamalanrea, Kec. Tamalanrea, Makassar City. In this study, the authors used data collection techniques, field research, namely conducting research directly on the object of research. The data collection techniques used in this study are as follows: observation, interviews and documentation. Miles and Huberman, argued that activities in qualitative data analysis were carried out interactively and continued continuously until they were completed, so that the data was saturated. The data analysis technique used in this research is interactive model analysis. There are 3 components in analyzing data, namely: data reduction, data presentation, and drawing conclusions (Miles et al., 2014).

RESULT AND DISCUSSION

Communication of Educational Zoning Policy for New Student Admission in Makassar City

Claim Truth

Claims of Truth depart from the purpose of zoning for New Student Admissions. According to the Minister of Education and Culture, there are several objectives of the zoning system, including ensuring equal access to education services for students; bring the school environment closer to the family environment; eliminating exclusivity and discrimination in schools, especially public schools; assist in the analysis of the calculation of the needs and distribution of teachers. The zoning system is also believed to be able to encourage the creativity of educators in learning with heterogeneous student conditions; and assist local governments in providing assistance/affirmations to be more targeted, both in the form of school infrastructure, as well as improving the quality of educators and education personnel (Irawan et al., 2011; Nawawi, 2009).

On the truth claim which is the purpose of the socialization of the zoning policy for the Admission of New Students in Makassar City, it is considered good by policy implementers even though some of the community do not agree with the Education Zoning policy because it interferes with the achievement value of students so that prospective students are unable to compete in public schools that have good quality education (Pangarbun, 2018). In fact, from the purpose of education zoning in Makassar, the community wants the quota for achievement and value from the educational zoning policy to be added so that prospective students have the opportunity to compete on the New Student Admissions pathway.

Claim Claims

The claim of accuracy departs from the feasibility of the New Student Admission zoning in Makassar City, some policy implementers have a negative assessment of the feasibility of the New Student Admission zoning in Makassar City. The following is an example of a zoning drawing within the scope of South Sulawesi.

On the feasibility of zoning New Student Admission in Makassar City is still considered not feasible, because Makassar City has a very high population in the SMAN New Student Acceptance level because some areas in Makassar City have schools that are still lacking, for example tamalanrea and tello there are only SMAN 21 and SMAN 5. So there is still a need for the construction of schools in the city of Makassar so that there is an even distribution of educational zoning effectively.

In addition, the zoning of New Student Admission has advantages and disadvantages. The advantage is that students are no longer late for school with the zoning established, besides that the parents of students are easily monitored by their parents and are not exposed to traffic jams. The negative is the potential for parents to be manipulative in terms of administration. This is in line with The Theory of Communicative Action. If there is an agreement on the implementation of norms in the social world, it means achieving a claim of rightness, which means that the agreement on norms in the social world is a form of agreement between the government and the community regarding regulations and mechanisms of education zoning (Habermas, 1987).

On the claim of accuracy, the zoning of education in Makassar City, especially SMA Negeri is still considered inadequate, because the location of each State SMA in Makassar City in some places is still lacking so that the population of student applicants in some school zoning areas is excessive, for example SMAN 21 Makassar and SMAN 5 Makassar which is in tello and tamalanrea. This is actually a consideration for the feasibility of the educational zoning policy to be implemented because it does not balance the population of public schools in Makassar City.

Honesty Claim

The Honesty claim departs from the assumptions of the policy implementers regarding the zoning socialization of New Student Admissions in Makassar City. Some assumptions from policy implementers think that they do not agree with the zoning for New Student Admissions, even though they have good goals.

The South Sulawesi Provincial Education Council asked the South Sulawesi Education Office to be more massive in socializing the implementation of the zoning system which is targeted to reach 90 percent for New Student Admissions in 2019. "Misunderstanding in the community must be suppressed by socializing a more massive zoning system," said the Chairman of the South Sulawesi Education Council, Dr H Adi Suryadi Culla in Makassar, Tuesday (14/5).

Based on previous experience, said Adi, although the zoning system has been implemented in the last two years, the fact is that there are still many people who do not understand and understand this relatively new rule. "Therefore, the socialization of the Admission of New Students on the zoning system needs to be carried out downwards and the school should be involved in the socialization of the zoning system. Likewise with related stakeholders, ranging

from organizations including the board of education. According to Adi, the failure of a plan depends on the initial socialization carried out, conveying the basis, intent and purpose of a plan. Likewise for the zoning system which will fully apply in South Sulawesi. "If we trace it, many people do not understand, especially since the rules are relatively new, and the community has not fully accepted it. In addition to psychological conditions, it is necessary to provide an explanation regarding the purpose of equal distribution of education as intended by the government. Quoted from Seruji.co.id

The zoning system for Admission of New Students is still considered weak in terms of information technology and in terms of the academic abilities of students at SMAN 1 Makassar. apart from that, the socialization of the zoning for New Student Admission is considered to have advantages and disadvantages. Due to the limited quota of New Student Admissions in each State Senior High School, some of the community wants the New Student Admissions zoning policy to be applied based on the value of the report card and free to determine the choice of available schools. This is in line with The Theory Of Communicative Action (Habermas, 1987) If there is an agreement about the suitability between the inner world and one's expression, it means achieving a claim of authenticity or honesty (sincerity) which means an agreement with the inner world and regardless of the form of organizational mechanization in individuals, namely an objective form of honesty from the statements of policy implementers in providing information related to educational zoning in particular. in Makassar City.

The claim of honesty in this case is an individual objective statement from the implementer of the zoning policy for the Admission of New Students in Makassar City, who considers that the purpose of the socialization of the zoning policy for the Admission of New Students is good, although some people in Makassar City consider the education zoning policy a bad policy. In terms of socialization of the zoning policy for the Admission of New Students in Makassar City, it is considered that it has not been massively socialized to various places, so that it makes the public surprised by the presence of the education zoning policy without any information from the government.

Comprehensive Claims

The comprehensiveness claim departs from the policy implementer's understanding of the provisions of the zoning policy for the Admission of New Students, as for the written technical instructions provided by the South Sulawesi Provincial Education Office. As for the online system procedure for the New Student Admissions application, participants login to the 2019 online New Student Admissions registration website (ppdbsulsel.epanrita.net) using the National Examination Number first. Then the participants choose the level of the SMA or SMK Negeri that they are interested in and choose the registration path, whether the zoning path, achievement and transfer of parents are chosen. (sulselprov.go.id). In line with that, the implementer of the zoning policy for New Student Admissions conducts socialization of the zoning for New Student Admissions based on technical instructions provided by the South Sulawesi Provincial Education Office and the exact zoning policy is an absolute policy and schools must accept and must be implemented when the implementation of New Student Admission at school does not have the right to refuse, for example, if indeed he is included in the zoning and there is still capacity, the

student must be accommodated at SMAN 1 Makassar. This is in accordance with The Theory Of Communicative Action (Habermas, 1987) if reaching an agreement on the above claims as a whole means reaching a comprehensiveness claim, this is when all of the above claims, namely truth claims, accuracy claims, and authenticity claims are reached which in the sense of being bound in an analysis, are completely comprehensive with each other or can be considered as comprehensive.

The claim for comprehensiveness in this case is the zoning policy for the Admission of New Students in Makassar City, which is implemented through socialization by providing understanding to the public based on the Technical Instructions regarding the Admission of New Students provided by the Education Office of South Sulawesi Province. This is the absolute duty of policy implementers who are led to carry out their duties by socializing the zoning of New Student Admissions in each region in Makassar City even though the zoning policy of New Student Admission is still weak enough to be implemented in Makassar City. The weaknesses of the zoning policy for New Student Admission are weaknesses in terms of information systems

Implementation of the Education Zoning Policy for Admission of New Students in Makassar City

Organization

The South Sulawesi Provincial Education Office coordinates with the Ombudsman, Commission E of the South Sulawesi Provincial DPRD, NGOs, the Inspectorate, Education Council, Teacher Forum, PGRI, Office Branches, and the Head of MKKS with the aim of implementing the zoning policy for New Student Admissions. Then the zoning policy for New Student Admissions is revealed to State Schools, Then the State High Schools forward the information on the Zoning Policy for New Student Admissions to the junior high school level so that prospective State High School students know the Zoning policy for the Admission of New Students.

Interpretation

The policy implementer from the Education Office of South Sulawesi Province considers that the form of delivery of socialization of New Student Admission is carried out in the form of a meeting, for example at the Ombudsman, we go directly and explain the technical instructions for the zoning of New Student Admission. Likewise, in the DPRD, we hold a meeting with the head of the MKKS branch office. The other form is through the media. The different opinion of the school is that the socialization of New Student Admissions is carried out based on the technical instructions provided. In addition, the form of delivery is carried out in writing and through meetings at various meetings, training forums, discussion forums, between the education office and the school. This is in line with the theory of policy implementation by Charles O. Jones,

The interpretation of this educational zoning policy is in the form of an understanding of the community based on technical instructions provided by the South Sulawesi Provincial Education Office. Then the Principal of the Public High School forwards the information to the community based on technical instructions by providing understanding in various zoning areas so that the public knows the zoning policy for the Admission of New Students.

Application

The community demands that in the application of New Student Admissions the value must be prioritized rather than the zoning distance. Because this is the result of the academic efforts of students who pursue high scores to be able to enter the high school, they want so that it becomes a demand from the community. As for another obstacle, namely the New Student Admission system which was offline when the New Student Admission zoning was implemented, it is possible that this happened because there were parties who did not agree with the New Student Admission zoning system, so they hacked the New Student Admission zoning system because Registration for New Student Admission itself is based online. This is in line with Charles O's theory of policy implementation. Jones application activity is the activity of providing services on a regular basis, payment or otherwise in accordance with the goals and objectives of existing policies. Based on what Jones stated above, the problem of implementing public policy or program implementation is getting clearer and wider. Where implementation is a process that requires systematic actions from organizing, interpreting, and applying (Niswaty et al., 2019; Sahabuddin et al., 2021; Sirait et al., 2017).

In the implementation of the zoning policy, the acceptance of new students is still considered unfavorable by some people because based on the quota, the zoning route has a figure of 90% which is quite a lot, so that it narrows the opportunities for the achievement path for prospective students. In addition, the community demands that the report card scores for prospective students be included in the quota for the registration path, so that prospective students are satisfied with the final results of their respective report cards.

Mass Communication Pattern Educational Zoning for New Student Admission in Makassar City

Based on the results of interviews that have been carried out, it will discuss patterns of mass communication in the zoning of New Student Admissions in Makassar City, it is known that the mass communication model (Lasswell, 1936) that is; 1. Who? (Communicator): Implementers of policies from the zoning of New Student Admissions, including; Head of High School Development Division of Education Office of Sulawesi Sleatan Province, Deputy Principal of Public Relations Section of SMAN 21 Makassar, Deputy Principal of Public Relations Section of SMAN 1 Makassar, Principal of SMAN 17 Makassar (Control Research); 2. Says What? (Message): Zoning of New Student Admission in Makassar City (Content Research); 3. In what channel? (channel): Direct Socialization, Television Media, and Online Information Media. (Medium Research); 4. To whom? (Receiver): The community, especially students of state high schools. (Audience Research); 5. With what effects? (Effect):

The pattern of mass communication is based on the results of interviews that have been carried out when described in a mass communication pattern (Lasswell, 1936) will resemble as follows:

Who?	Says what?	In what channel?	To Whom?	With what effects?
Policy implementer.	New Student Admission zoning policy.	Socialization, Media.	Public	Demands for Changes in New Student Admissions.
Control research	Content research	Medium research	Audience research	Effect research

→

Figure 1. Lasswell Formula Results(Lasswell, 1936)

The results of the mass communication model are in line with the mass communication pattern model (Lasswell, 1936) that the best way to explain the communication process is to answer the question: Who says what in what channel to whom with what effect. The answer to Lasswell's paradigmatic question is the elements of the communication process, namely communicator (communicator), message (message), media (media), receiver (communicant / receiver), and effect (effect) (Malik, 2013; Prasetyo, 2013).

CONCLUSION

Based on the results of the research that has been described above, it can be concluded about the Communication of Education Zoning Policy in Makassar City with a focus on zoning communication for New Student Admission in Makassar City, implementation of the New Student Admission zoning policy in Makassar City, and mass communication models.

Communication actions in socialization and through the media carried out by policy implementers are considered not running optimally because some of the people in Makassar City consider it to be implemented suddenly without massive zoning socialization even though some of the community agree with the implementation of zoning for New Student Admissions in Makassar. Makassar city.

In the implementation of the New Student Admission zoning in Makassar City, it is considered not effective, because in its application there are several technical obstacles that online are disrupted, besides the quota from the 90% New Student Admission zoning is considered too excessive so that it narrows the path of achievement and negates the superiority of student scores.

The pattern of mass communication that is carried out in communicating the educational zoning policy for new students in the city of Makassar can be seen by using the mass communication pattern (Lasswell, 1936) namely based on communication indicators on the model of mass communication patterns. So that it shows that those who communicate in disseminating the zoning of new student admissions in Makassar City are the Head of the High School Development Division of the South Sulawesi Provincial Education Office, the Deputy Principal of the Public Relations Section of SMAN 21 Makassar and SMAN 1 Makassar. and the Principal of SMAN 17 Makassar who conveyed about the zoning of New Student Admissions through direct socialization, television media and online information media to the people of Makassar city so that it had an impact on the community by demanding changes to the technical requirements of the zoning policy for New Student Admissions related to the quota of prospective students.

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