



Student Recruitment Management Strategy In School

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Abstract

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This study aims to determine the strategy for recruiting education in schools, one of which is teachers, because the quality of educational staff in schools is very dependent on the recruitment and selection strategy for interested applicants and in order to be able to find new employees who are professional and have the best quality abilities. Before carrying out the recruitment activities for these educators, they must be thoroughly mature so that they can go through the educational recruitment process at schools as professional educators according to school criteria because it will have an impact on students. This research method uses this type of qualitative research with library analysis techniques. Management functions to achieve something through the activities of other people and supervise individual efforts to achieve common goals. As for the management functions of planning (Planning), organizing (organizing), directing (actuating), and controlling (controlling). The focus of the research in this research is, 1) How is the recruitment strategy, How is the implementation of recruitment, What are the implications of implementing recruitment in improving the quality of students.

Keywords: Strategy, Recruitment Management, Students

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INTRODUCTION

In an effort to improve education nationally in every unit education, it is directed at efforts to provide educational services to the community, one of which is the acceptance of new students. According to Kriswanto, student recruitment is a search for and determining new students who will later become students at the school concerned. The student recruitment strategy is a system of finding, determining and attracting capable applicants to become students at the institution. (Budywono and Sholekhah 2021).

Education is a very basic need for humans, in an effort to develop and continue their lives. Therefore, in order to fulfill their educational needs, the community will choose schools or madrasas according to their wishes and strengths, and what is not left behind is the quality (quality) of the available schools or madrasas. In the current era of globalization raises a lot of competition from various schools or madrasas, to offer the best quality (quality) from their institutions.

This can be seen from the various forms of promotion and strategy, moreover educational institutions with a private background are certainly required to have more quality and competitiveness compared to other educational institutions, especially those with a state label. Managing private educational institutions today is not as easy as most people imagine, especially if these educational institutions are located in rural areas. It takes mental strength and



willingness to continue honing knowledge and skills so that private educational institutions can continue to exist, especially if they want to compete with other educational institutions.

The general problems that have so far surfaced in managing private educational institutions in rural areas can be simply distinguished into two aspects, namely internal and external. Internally, the problems of private educational institutions consist of problems with human resources (HR) and financial support (financial).

Externally, educational institutions are faced with the problem of official (government) support, educational culture and community support. In this case the problem of private educational institutions lies in how to increase competitiveness in order to be able to attract public trust. This competitiveness is demonstrated by the ability to provide quality assurance to the community, in the form of quality education and service quality.

In a broader (national) scope, efforts to improve the quality of education in each education unit are directed at efforts to provide better education services to the community, where one of the indicators can be seen at the time of acceptance of new students (PPDB).

Acceptance of new students is an activity that is carried out first in an educational institution. Of course, this activity is carried out through a selection process that has been determined by the educational institution for prospective new students. Furthermore, with certain requirements, the procurement of new students must be carried out in an organized and planned manner, so that the recruitment of prospective new students meets the criteria set by the educational institution. (Efferin n.d).

Education besides being a means to improve human quality and dignity is also a benchmark for the dignity of a nation. This benchmark for the quality of a nation can be seen from the extent to which the success of the implementation of education takes place in a country. The higher the level of public education in a nation, the higher the quality of its people. But the reality of the education system Indonesia has not shown the expected quality and success.

National education has not been able to create superior human resources, both in terms of intellectuality, morality, spirituality, professionalism and national competitiveness. And in reality education in Indonesia is difficult to make significant progress, even on a global scale our quality is far from neighboring countries.

Various tones concerned about the low quality of national education made the government aware by making changes to political policies in the realm of the national education system where the spirit of autonomy was a prominent change. (Tri Apriyani 2019).

Recruitment of students is essentially a search process, determining students who will essentially become students at the school institution concerned. To make this recruitment program successful, educational institutions usually form a small and special team for student recruitment activities called the New Student Admissions Committee (PPSB). This committee is formed by the school principal and the school committee in a school deliberation forum. This

committee is in charge of carrying out the student recruitment process until students are accepted at school. (Badrudin, 2014).

METHODS

Before conducting research, of course, we must know what a research method is, a scientific research method to obtain data with the aim of a specific use. The scientific meaning of this is that this activity relies on scientific characteristics, namely rational, systematic and empirical. The research method used is a qualitative approach research method.

This method is a type of research that describes an activity, event or incident that is currently happening. It is the same as the recruitment management strategy activity which is the center of our attention, so we raise the title Student recruitment management strategy in schools. Because in order to implement good recruitment management, one must understand the strategies that are implemented and must be mastered by a school principal, therefore we examine recruitment management for school students which is useful for improving the quality of students who will make the name of the school proud.

The data collection technique that we use in this research is using literature study or library research using a descriptive approach. This research comes from books, journals, and other official documents.

RESULT AND DISCUSSION

In the school's strategy, especially on the quality of education, namely to improve the quality of schools in achieving an expected goal which can produce a success in schools to be able to achieve goals. The quality of education is closely related to the determination in explaining the strategy of education quality.

Educational activities aim to make children intelligent and well-versed. The recruitment system means a process that is used to find and obtain permanent human resources to fill vacancies for certain positions in an agency or an organization. The education system must be able to improve the quality of education to be able to face challenges according to changes in life in the global era in a planned, directed and sustainable manner.

There are quite a lot of problems in education in Indonesia, one of which is in terms of competence, curriculum, quality, and competence in leadership both from the lower and upper levels. In an education it discusses related to its implementation whether it concerns the form of theories, guidelines or principles in education. In problems in education there is a complete and accurate system. That education is an activity that takes place from an external (internal) point of view that is interconnected with one another.

In the education recruitment strategy in schools, it really requires various things an information which in these school factors that can support a success to be able to achieve a goal. Therefore, the factors must be analyzed within the school. By carrying out this analysis, you can get information that can be used as a reference in developing a good strategy so that you can have an effective quality education. So it can be said that quality and quantity are two things that can be points of reference to reflect on the success of an educational institution. (School 2022).

In essence, recruitment is a process of determining and attracting students who are able to follow the rules of a school/educational organization. This process begins when students are searched for and ends when their educational administration files are submitted/collected. The result is a group of prospective new students to be selected and selected. (Muslimah 2019).

Kept and highly experienced and will act so that they have the greatest impact on the success of the organization. Organizations of people, by implementing selection procedures to recruit, and they provide better and more beneficial opportunities compared to other giving institutions, as well as the conclusion of a positive psychological contract, increased commitment and mutual trust, maintenance. (Nazari 2014).

The recruitment system is how to find and get the right and good human resources to fill certain vacancies in an organization. In schools, a strategy is needed in schools to be able to achieve goals by improving and developing quality in schools. A strategy is one towards success in schools in order to achieve the goals of the school.

When you have a good and directed strategy, various kinds of information are really needed in the school that can be useful for the success of the school to be able to achieve what you want. Therefore, schools really need things like that so they get good information about success in the quality of education.

The process of recruiting in education is to find applicants who can work at the school, both private and public schools. In this recruitment system it is very important because it can see the abilities of the students they have. A recruitment process in education will be able to determine students in the school institution concerned. Recruiting students is an activity that is often carried out for each school to get prospective students at the next level of education. (Roni Harsoyo 2021).

Factors affecting recruitment Many factors affect recruitment during recruitment activities.

1. Size of the organization
2. Working conditions in an organization and employee performance based on past experience
3. Benefits and salary packages are offered to employees of the organization which are beneficial for their future
 - a. Recruiting
 - b. The growth rate of the organization
 - c. Operational, seasonality and production levels
 - d. Cultural, economic and legal factors. (Gill 2021)

Student Recruitment

Recruitment of students is the activity searching for and determining prospective students who will take the educational process at an educational institution. The steps in student recruitment activities are the formation of a new student admissions committee (PPDB), determining the requirements for prospective new students, establishing a socialization strategy or announcement regarding the acceptance of new students.

Risdianti has conducted research on schools that have a capacity of around 261 new students and registrants reaching 686. The results of the study concluded

that the student recruitment strategy is to form committees, make and establish policies, determine the recruitment system, criteria and procedures for accepting new students. .

Efferi argued that strategic management is needed in recruiting students. These strategies are partnering with schools or other institutions, facilitating registration, presenting information clearly, providing scholarships, leveraging the influence of school principals and teachers, and considering the domicile of teachers and students.

Marketing regarding the recruitment of students is one of the important activities to be carried out properly. Marketing can be done by identifying market needs and wants, market segmentation and positioning or location in conducting marketing. Therefore, clear and detailed school policies and standard operating procedures (SOP) are needed to support the implementation of student recruitment.

After recruitment enters the selection stage where student selection is the activity of selecting new students so as to issue a decision or determination based on certain provisions in an educational unit. Before conducting the selection of students, the school conducts preparation for selection activities. The committee conducts the selection according to the schedule and conditions that have been set. Then the committee determines and announces the students who have been accepted, as well as the requirements that must be completed when re-enrolling. (Meulaboh 2022).

The strategy in accepting students is a method used by institutions to get quality prospective students. . Where there are two kinds of strategies or ways of recruiting participants, namely:

1. Promotion Strategy

The promotion strategy is the acceptance of students who previously did not use selection. This promotion strategy generally applies to schools whose registrants are less than the specified quota or capacity.

2. Selection Strategy

This strategy is classified into three types:

- 1) Selection is based on a National Examination Result Certificate (SKHUN) or a national exam (UN). At this time in the first advanced institutions and advanced levels top level using SKHUN. Thus, students who will be accepted are ranked by their SKHUN. In such a system, the school previously determines several "school capacities".
- 2) Selection based on interest and ability search (PMDK). Selection by tracing interests and abilities (PMDK) is carried out by thoroughly observing the achievements of students at the previous school. The achievement is observed through the first semester report book to the last semester. This method generally gives more opportunities to excellent students in a school. Those whose report card scores tend to be good since the first semester, have the opportunity to be accepted; conversely, those with poor report card scores have little chance of being accepted. Even so, whether or not the prospective student is accepted still depends on how many

prospective students register or choose the major they want to enter. The more registrants and/or enthusiasts the competition will be tougher.

- 3) Selection Based on Entrance Test. Selection with an entrance test is that those who register at a school are first required to complete a series of tasks in the form of test questions. If the person concerned can complete a task based on certain predetermined criteria, he will be accepted. On the other hand, if they cannot complete the task based on certain "" criteria that have been determined, the person concerned is not accepted as a student. (Jombang 2022). Indicators of Student Recruitment Management Success.

Recruitment of students is a process of finding and binding prospective students who are able to register as students in an educational institution, taking into account certain conditions, which become the standard of an educational institution.

According to Sondang P. Siagian, conceptually, the recruitment process can be said that the step that immediately follows the recruitment process, namely selection, is no longer part of recruitment. If the recruitment process is carried out well, the result is a group of applicants who are then selected to ensure that only those who best meet all the requirements are accepted as students in

According to Badrudin, there are steps that need to be considered in accepting new students. In outline, they are as follows: first, form a committee. The committee for admitting new students consists of the school principal and several teachers who are appointed to prepare everything needed, namely registration requirements, registration forms, announcements, registration books, registration time, and the number of candidates accepted.

Second, determine the registration requirements of prospective students. Usually it is regulated by the Provincial Office of Education and Culture. Third, provide a registration form. The registration form is intended to find out the identity of prospective students and for the purposes of filling out the school's main book. Fourth, announcement of candidate registration. And Fifth, determine the time of registration.

Strategies for recruiting new students are one of the efforts that schools can make in order to improve the quality of school education, because students are one of the inputs that have an important influence on the educational process. This is in line with Sadarni's opinion that the school recruitment strategy is carried out in order to improve the quality of education which has been implemented for a long time in the context of achieving effective and efficient educational goals, based on established laws.

In line with the opinion of Eko and Liya who said that in order to improve the quality of education nationally in each educational unit, it is hoped that efforts to accept new students can be carried out properly as expected.

Based on this, it can be understood that the student recruitment strategy must be well planned, so that in practice it can reach the target in accordance with the number of students targeted. The strategy for recruiting students in improving the quality of education needs to be known by all schools, because in recruiting

students, collaboration is needed by all school members. With the development of increasingly sophisticated technology, this is an opportunity for schools to carry out promotions on the internet and also on social media. (Support et al. 2022)

Learners Etymologically, students are students who receive knowledge teaching. In terminology, students are students or individuals who experience changes, developments, so they still need guidance and direction in forming personalities and as part of the structural educational process. In other words, students are individuals who are experiencing a phase of development or growth both physically, mentally and mentally.

In a general sense, students are everyone who receives the influence of a person or group of people who carry out formal educational activities; students are people who are in a phase of growth and development both physically and psychologically. Growth and development are characteristics of students who need guidance from an educator. Growth is physical, while development is psychological.

According to Suharsimi Arikunto, students are anyone who is registered as an object of learning in an educational institution. Students are people who have the choice to pursue knowledge in accordance with the ideals and hopes of the future.

The definition of students according to the general provisions of the Republic of Indonesia Law No. 20 of 2003 concerning the National Education System are members of the public who try to develop their own potential through a learning process that is available in certain paths, levels and types of education. Students have different names. In kindergarten, they are called students. At the elementary education level and middle class are called students.

Meanwhile, at the higher education level, they are called students. Learners are an input component in the education system, which is then processed in the educational process, so that they become quality human beings in accordance with national education goals. As a component of student education, it can be viewed from various approaches, including social approaches, psychological approaches, and educative/pedagogical approaches.

CONCLUSION

In line with the purpose of this research, based on existing literature, it can be concluded that recruitment strategies and methods as determinants in creating the nation's next generation can be used as one of the things that become material for predicting the talents of students. Recruitment activities for prospective students are the initial activities in the student management process.

This activity has a high level of urgency, in addition to finding students who are suitable and in accordance with the characteristics of the institution, recruitment is also a full part of the public interest. Therefore the implementation of this recruitment must be based on clear educational policy directions and have appropriate procedures for implementation.

The strategies that can be carried out by schools in recruiting students are: increasing school promotions on various social media, increasing school security, improving school quality, submitting requests for additional educators to the

Foundation. Based on this, schools can take advantage of their strengths and opportunities so that student recruitment can run optimally as expected.

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