



PRINCIPAL MANAGEMENT IN NEW STUDENT ADMISSION ACTIVITIES (PPDB) AT NUR HIDAYAH SUKOHARJO INTEGRATED ISLAMIC HIGH SCHOOL IN THE 2025/2026 ACADEMIC YEAR

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Abstract: The activity of admitting new students (PPDB) is a very important moment for the school, because it is the starting point that determines the smooth running of the school's activities, therefore the principal is obliged to carry out the role and function of management in the process of admitting new students. This research was conducted at Nur Hidayah Sukoharjo Integrated Islamic High School. This research uses a qualitative research approach and its type uses a descriptive approach. The data sources needed are primary data, namely the principal, and PPDB committee, while secondary data are educators, documentation, and archives. Data collection techniques include observation, interviews and documentation studies. Data analysis techniques used by researchers are data reduction, data presentation, and conclusion drawing. The results of this study are that 1) the principal's management in the new student admission activities (PPDB) includes Planning, Organizing, Actuating, Controlling. The supporting factors of this activity are adequate facilities, clear committee structure, and school existence. The inhibiting factors of this activity are PPDB information facilities that are often erroneous, and advertising promotion tools that are less varied.

INTRODUCTION

In the era of globalization, competition between schools to demonstrate the quality of each institution is increasing. This can be seen from the various promotional or advertising strategies used, especially by private educational institutions. A school principal is required to have added value and better competitive skills than other educational institutions. In practice, managing a private educational institution is not an easy task, especially if the institution is located in a rural area far from the city. Therefore, effective management, a strong mentality, and the determination to keep optimizing skills are needed so that private educational institutions are able to brand their existence and be known more widely. In an effort to achieve

goals, school principals play an important role and are required to have management skills, especially in terms of leadership. One of the crucial activities in every school is the Admission of New Learners (PPDB). This is crucial because without a new student admission mechanism, the school will not have students. If faced with such a situation, the school function will be constrained and there is even a possibility that the school will have to be closed if it cannot meet the number of students according to the predetermined quota.

Management comes from the Latin words “manus” which means hand, and “agree” which means to carry out. When combined, these terms form the verb manager, which means to handle. Management is a method used by a leader to organize everything in order to achieve predetermined goals (Mufliah & Haqiqi, 2019). Management is a continuous effort that includes various stages, which include developing and empowering existing resources. This process is carried out to achieve goals that have been previously prepared (Utomo, 2017). The management mechanism in schools aims to support the leadership function, which is often referred to as principal management. In its application, management must be based on a certain code of ethics, principles, principles, or rules so that the quality of the principal's leadership in the institution can be guaranteed and optimal.

The principal is a leader who bears great responsibility in realizing the vision and goals of the school. A principal must have a broad perspective, managerial skills, leadership charisma, and a deep understanding of the functions and tasks he/she carries out (Nurhastuti, 2019). The principal is the highest leader in a school who has the responsibility to influence his subordinates (Hanim, 2020). The principal has the task of supporting and guiding the coach/teacher in charge and the PPDB team in the implementation of school programs, especially in the admission of new students. In carrying out the duties of a principal, a principal cannot work independently but needs to cooperate with parties who can support him. The principal also needs to build good connections to achieve meaningful collaboration. Although the principal may try to strengthen family relationships, the principal still prioritizes the common interest, but remains authoritative and firm in making any decision.

New Learner Admission is a routine process carried out by all schools, both public and private, to attract new students before the start of the new school year (Ningtyas, 2018). The admission of new students is not a simple task. The principal and the PPDB committee team must design and implement effective and appropriate strategies in order to select good quality students. Thus, the quality of school input can be improved, the teaching and learning process takes place optimally, and the school's reputation is getting better. Nur Hidayah Sukoharjo Integrated

Islamic High School has automated the entire new student admission process through an online system. The entire process from registration to the announcement of results is followed online and according to a predetermined schedule (Jannah, 2020). The Principal at Nur Hidayah Sukoharjo Integrated Islamic High School also wishes that during the admission of new students (PPDB) for the 2025/2026 school year, 1000 prospective students will be registered. This desire is not easy to achieve with only the role of the principal alone, but the principal and the PPDB committee team must collaborate with each other to realize this goal. Referring to the background of the problem that has been described, the researcher is interested in examining more deeply and will be explained in this article about **“Principal Management in New Student Admission Activities (PPDB) at Nur Hidayah Sukoharjo Integrated Islamic High School in the 2025/2026 Academic Year”**.

RESEARCH METHODS

This research applies a qualitative approach with a type of descriptive research that aims to describe and interpret information from a certain point of view. A qualitative approach is a research step that aims to understand the reality that occurs in research subjects (Lexi & M.A., 2017). The purpose of this study is to examine in more detail the role of the principal in the new student admission process. The researcher will act as the main data collector and will involve the principal, admission committee, teachers, and school documents as sources of information.

This research is located at Nur Hidayah Sukoharjo Integrated Islamic High School located at Jl. Pandawa No. 10, Dusun III, Pucangan, Kartasura District, Sukoharjo Regency, Central Java. In collecting data, researchers utilize various techniques, namely observation, interviews, and documentation. Observation was conducted to collect information systematically in accordance with the research objectives. The researcher utilized non-participant observation techniques, which means that the researcher only observes without intervening in the activities to be studied. In addition, interviews were conducted with informants related to the process of admitting new students, namely the Principal and the PPDB Committee Team. Researchers also collected documentation that included school profiles, facilities and infrastructure, and posters posted on the school's Instagram social media.

RESULTS AND DISCUSSION

1. Principal's Management of New Student Admission Activities (PPDB) at Nur Hidayah Sukoharjo Integrated Islamic High School

New Learner Admission (PPDB) is an annual routine activity that is very crucial for every school, including Nur Hidayah Sukoharjo Integrated Islamic High School. To ensure that the PPDB process runs smoothly, effectively, and in accordance with the predetermined objectives, the principal applies good management principles. The management stages include careful planning, organizing tasks and committee structures, implementing activities according to plan, and evaluating to measure success and identify areas that need improvement. This comprehensive management approach is in line with the management theory proposed by George R. Terry, which emphasizes the importance of four management functions, namely planning, organizing, actuating, and controlling in the management of an organization (George R. Terry, 2013).

A. Planning (New Student Admission Planning)

PPDB planning at Nur Hidayah Sukoharjo Integrated Islamic High School includes preparing everything related to the admission process, such as determining what needs to be prepared, who are the committee members, the schedule and location of registration, and how to implement or apply it. Before the implementation of PPDB, Nur Hidayah Sukoharjo Integrated Islamic High School always holds a meeting to prepare everything related to new student selection activities. All members of the new student admission committee attend the meeting to discuss and contribute ideas to make the activity a success. This meeting also aims to plan various things that need to be prepared in the PPDB process, as well as dividing tasks according to their respective expertise appropriately. The formation of the PPDB committee is done by appointing members by the committee chairperson. The school principal acts as the person in charge as well as the coordinator of the committee's activities. In organizing new student admission activities for the 2025/2026 school year, Nur Hidayah Sukoharjo Integrated Islamic High School formed a committee at the end of August and announced it in mid-November. The composition of the committee at Nur Hidayah Sukoharjo Integrated Islamic High School is the person in charge (principal), steering committee, chairman of PPDB, secretary, treasurer, public relations, selection team, re-registration team, infrastructure, transportation, consumption, and cleaning. Next,

the composition of the committee that has been formed is formalized by using a Decree (SK) of the principal issued by the committee secretary.

B. *Organizing* (Organizing The Admission of New Learners)

PPDB planning at Nur Hidayah Sukoharjo Integrated Islamic High School includes preparing everything related to the admission process, such as determining what needs to be prepared, who are the committee members, the schedule and location of registration, and how to implement or apply it. Before the implementation of PPDB, Nur Hidayah Sukoharjo Integrated Islamic High School always holds a meeting to prepare everything related to the admission of new students. The new student admission system at Nur Hidayah Sukoharjo Integrated Islamic High School uses two methods, namely through the report card route, which means that prospective new students do not go through academic tests and only rely on report cards for certain lessons, and the second is the regular route, which means that prospective new students must take an academic test organized by the PPDB committee with an online system. Then, the registration method is only through one door, namely online through the school's official website. There, prospective new students are required to complete the registration sheet, complete biodata, choose the registration path, and pay the registration fee.

C. *Actuating* (Implementation of New Student Admission)

The implementation stage of new student admissions at Nur Hidayah Sukoharjo Integrated Islamic High School is a series of activities designed to realize the previously prepared plan. First, by providing PPDB information services to the community through banners, flyers, pamphlets, and creative videos published on various official school social media. Second, it involves the registration of prospective students, selection, announcement of selection results, re-registration, and class determination. The promotional media provided by the school, such as banners, brochures, and pamphlets, include important information about registration, such as registration time, registration flow, registration requirements, academic and non-academic activities at school, and registration fees. After making the announcement, the sarpras committee is tasked with installing the announcement of new student admissions around the school environment, and also socializing with various other educational institutions. In addition, Nur Hidayah Integrated Islamic High School together with the Nur Hidayah Surakarta Foundation participated in an

international Islamic education exhibition held at the Edutorium of Muhammadiyah University Surakarta. According to the research, when informing through banners or flyers in the 2025/2026 academic year, Nur Hidayah Sukoharjo Integrated Islamic High School did not provide information on registration in only one batch or two batches, but the principal and the committee will discuss again if a special batch is needed to fulfill the quota of new student candidates, the special batch will be reopened at the beginning of the year. Apart from direct channels, the school also informs online, so that it can be accessed by many people, namely through Instagram, WhatsApp, and YouTube. Nur Hidayah Sukoharjo Integrated Islamic High School provides prospective students with the opportunity to choose an enrollment path that suits their abilities and preferences. There are two enrollment paths offered, namely the report card path and the regular path. The report card pathway is intended for prospective students who have excellent academic achievement, as evidenced by certain subjects' report cards that reach or exceed 85. Meanwhile, the regular route is open to all prospective students who wish to take part in the selection through academic tests organized by the admission committee. Admission of new students is open from October 1 to 27, 2024, with online service hours available from Monday to Saturday, 07.00-16.00. Registration for new students at Nur Hidayah Sukoharjo Integrated Islamic High School is carried out through one door, namely online, which can be accessed through the official school website link sis.smaithn.sch.id/registration. Registration requirements at Nur Hidayah Sukoharjo Integrated Islamic High School are in the form of registration forms, photo files of prospective new students, scanned report cards, supporting certificates, and a registration fee of Rp. 355,000. After the selection process, the school informs the test results to prospective students by sending private messages via WhatsApp and also through an official announcement in the form of a school decision letter uploaded on the school website, so that prospective new students can see it directly.

D. Controlling (New Learner Admission Supervision)

To ensure the smooth and successful implementation of new student admissions, the principal of Nur Hidayah Sukoharjo Integrated Islamic High School consistently supervises the performance of the committee. One of the supervisory tasks carried out is the committee apple which was held on Saturday, October 19, 2024. This

committee apple aims to provide direction, evaluation, and motivation to all committee members. After the entire series of new student admission activities were completed, the school organized an evaluation meeting to review the entire process that had been passed. In the meeting, an in-depth discussion was held regarding the achievement of the new student admission target, the obstacles faced, as well as corrective measures for the implementation of PPDB in the coming years.

2. Supporting Factors in New Student Admission Activities (PPBD) at Nur Hidayah Sukoharjo Integrated Islamic High School

1) Facilities

At Nur Hidayah Sukoharjo Integrated Islamic High School, there are various facilities and infrastructure that support the selection of new student candidates, such as laptops or computers to carry out online exams, school wifi, school cars or fleets for offline promotion purposes, and an official school website where all information related to PPDB can be accessed.

2) Committee Structure

The formation of a clear and organized committee structure to facilitate task completion and there is a form of cooperation between PPDB committees when carrying out their duties. The committee that has been arranged is expected to provide creative ideas in the admission of new students.

3) School Existence

SMA Islam Terpadu Nur Hidayah Sukoharjo is strategically located, not far from the Solo-Jogja highway, making it easily accessible and in the middle of a densely populated village, so it is easily recognized by the wider community. In addition, Nur Hidayah Sukoharjo Integrated Islamic High School is also quite well-known, both nationally and internationally. This is because there are students who come from various regions, namely Papua, Makassar, Sulawesi, Sumatra, and even Malaysia who study at this school. In terms of strong religious values, Nur Hidayah Sukoharjo Integrated Islamic High School prioritizes adab and qur'ani character. This is evidenced by the existence of a special class for the tahfidz program which can increase the enthusiasm for memorizing students, as well as several organizational and extracurricular activities.

3. Inhibiting Factors in New Student Admission Activities (PPDB) at Nur Hidayah Sukoharjo Integrated Islamic High School

1) Information Tools Error

When prospective new students register from the school's official website, there are many obstacles such as difficulties in downloading the registration form, participant cards that do not appear, invalid virtual numbers for payment, and so on.

2) Advertising Promotion Does Not Vary

In this modern century, interesting content will have its own appeal to the public. School institutions are also required to be creative and innovative in making their school promotions in order to compete with other educational institutions.

CONCLUSIONS AND RECOMMENDATION

The admission of new learners (PPDB) is an annual activity every new school year. In order for PPDB to run as intended, the principal implements management in the process. The principal's management when managing PPDB activities at Nur Hidayah Sukoharjo Integrated Islamic High School includes planning before implementation, organizing which includes determining the duties and structure of the PPDB committee, implementation, and evaluation. Things that support include planning in the form of committee ideas that can come up with new strategies to make prospective students interested and the facilities used in PPDB. Organizing includes a good and organized committee, and good cooperation. Implementation includes facilities and infrastructure, the school website, and the existence of a school that reflects strong religious values. However, there are also inhibiting factors, such as frequent disruptions in PPDB information facilities and a lack of variety in advertising promotional tools.

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