

CHAPTER I

INTRODUCTION

A. Background of the Research

Each new school year, the school is occupied by the acceptance of new learners. New Students Recruitment is a gateway for citizens to obtain their rights concerning the quality education services (Sari, 2010: 16). Before this activity begins, the principal first forms committee under the guidelines of the Regional Office for the level of junior / senior high school that consisting of: Chairman, Treasurer, Registration section. While for the elementary school's level is usually more modest, only a few people who are appointed by the Principal. The tasks of this committee is to conduct registration of prospective students, selection, re-registration of students, report the responsibility for the implementation of the students recruitment to the principal that subsequently reported to the Regional Office (Anonim, 2010: 1). The implementation of the students' recruitment is based on the objective, transparent, accountable, not descriptive, and competitive (Anonim, 2009: 6)

According to Sutomo (2005: 33) student management is the entire process of activities that are planned and deliberately cultivated as well as coaching. The student management can be interpreted as an effort to manage the student that start from the student enters school until they graduate school (Sudrajat, 2010: 1). The criteria of primary school's prospective students aged at least 6 (six) years, the exception of learners aged less than 6 (six years

carried out on the basis of a written recommendation from the competent authorities, such as school counselors / *madrasah* or psychologist (Appendix of National Education Minister Regulation Indonesian Republic number 19 in 2007 figures 4.a.1) a). Therefore, every primary school (SD) must accept the students without passing through the entry test and still gave priority to children aged 7 to 12 years old from the surrounding environment without discrimination based on the capability unit concerned (Dadaurl, 2009: 5) .

From the description above can be seen that in the implementation of new student recruitment in Primary School are prohibited to carry out academic selection such as reading, writing, and counting numbers (Antara, 2010: 1). Along this time the new student recruitment system that is widely used by school is test or entrance exam, search interests and abilities, based on the results of EBTA, and changing the school (Anonim, 2004: 44). Student Recruitment should be adhered to the principle of objectivity, namely recruitment both new and transfer students must meet the requirement. Transparency is the implementation of new student recruitment (PPD) should be open and known to the wider community including parents and students so can avoid distortions. In addition, accountability, namely the recruitment should be accountable to the community, both concerning the procedure or its outcome (Antara, 2010: 5).

According to the Director General for Primary and Secondary Education (*Mendikdasmen*), Ministry of Education, several violations in the recruitment of new students are still happening. Violations occur mainly in

primary education. There are primary schools that still do malpractice in the recruitment of new students. The school conducts test of reading, writing, and counting numbers (*calistung*). The impact, creep into kindergarten (TK) that has been teaching children to read and count numbers in order to enter elementary school (Bataviase, 2010: 2).

Because of many violations in the recruitment of new students, the government made several policies, the government follows the development of technology in an effort to realize new student recruitment more transparent (Achmad, 2010: 4). The transparency of recruitment system is expected to be easy in getting information and clarity of procedures, schedules, etc., that related to processes or procedures of new students recruitment.

From the description above to achieve the goal of quality education is needed a good education management and quality as well. The education management is associated with the management of students which contents are the management and implementation. It is because the graduates' quality is very dependent on the quality of input, feedback instruments, and the process itself. Thus the early ability of student, student background, the parents' condition is as raw input. Therefore, the school should be able to manage the recruitment of new learners well because all of these determine the quality of teaching and learning, which in turn determines the quality of graduates.

Based on the background above the researcher is interested in conducting research on management for recruiting new student at SDN Kemirirejo 3 Magelang.

B. Focus of the Research

The focus of this research is "What are characteristic of student recruitment management at SDN Kemirirejo 3 Magelang?" The focus is translated into three sub focus.

1. What are characteristic of the registration activity for recruiting new student at SDN Kemirirejo 3 Magelang?
2. What are characteristic selection activity for recruiting new student at SDN Kemirirejo 3 Magelang?
3. What are characteristic the publication of new student recruitment result at SDN Kemirirejo 3 Magelang?

C. Objective of the Research

Three objective of this study as follows.

1. To describe the registration activity for recruiting new student at SDN Kemirirejo 3 Magelang.
2. To describe the selection activity for recruiting new student at SDN Kemirirejo 3 Magelang.
3. To describe the publication of new student recruitment result at SDN Kemirirejo 3 Magelang.

D. Benefit of the Research

1. Theoretical Benefit

Contribute ideas for the development of science education, especially in the field of students' management, especially in the management of new students' recruitment.

2. Practical Benefit

- a. For the school, as an input in order to improve the concept and implementation of student management as a strategic effort in the development of school quality.
- b. For the principal, as an ingredient foothold in policy-making related to acceptance management of new students.

E. Glossary

1. Management of students can be interpreted as an effort to manage student starts from the student enters the school until they graduate school.
2. The recruitment system of new students is the way or technique used to select the students that will be accepted.