

CHAPTER I

INTRODUCTION

A. Background

Education is the first capital of a nation to improve the human resources quality. In a simple sense, it has a meaning as the human effort to develop their personality based on the values in the society and culture (Hasbullah, 2005:1). The quality human resources will be able to manage the natural resources and give an effective and efficient service to improve the community welfare. Therefore, almost all nations try to improve their quality including Indonesia.

The human resources quality can be seen from the ability or competencies owned education institution graduates, such as school. Human who are needed as the input for the education process are students, as the raw input (Komariah and Traitna, 2004: 3).

Each learner has their own potential and the school should know it. Furthermore, the school designs the learning experience that must be followed by the learners to make them have ability needed by the society. Thus the learners' potential will develop optimally and need to be managed (Suryosubroto, 2004: 74).

The school operation is always faced with the plan and control of an activity starting from the new students' recruitment to the implementation of principal's policy (Supriyanto, 2007: 101).

In the Law No. 20 of 2003 also explained that the government and the local government must give service and facilities, and ensure the implementation of quality education for every citizen without discrimination (Anonim, 2006: 8).

In the school environment, students are the key element of education activity. Therefore, if there are no students, the education process will not occur. The more, in the education institutions competitive era that is so strict as now, the schools have to struggle to get learners. This illustrates that in this competitive era, students are the key element that must be managed and respected as the buyer or customer in the business world (Mulyono, 2008: 177-178).

The learners' management is one activity of the whole education management. Students' management includes non instructional activities, but those activities effect to the students' school life (Mantja, 2008: 35).

New students' recruitment is a gateway for citizens to obtain their right about the quality education service. Therefore, it has become the government obligation to give opportunity by eliminating any barrier that make the citizens feel difficult to bring their children to have school (Sari, 2010: 52).

New students' recruitment need to be managed from planning the number of new students that will be accepted by reducing it with the number of students who repeat the class. The new students' recruitment system is a way or technique which is used to select the prospective students that will be accepted (Mantja: 2008: 37).

New students' recruitment is one important activity in the management of learners because this activity will determine the quality of input that can be recruited by the school. The recruitment procedures are the formation of new students' recruitment team, new students' determination meeting, giving announcement, new students' registration, selection, determining, announcing and registration of the accepted students.

New students' registration information system in State-Owned Vocational School 2 Purbalingga is intended to provide information about students that will be accepted. With the computer as the tool to solve problems faced by the school, expected can help State-Owned Vocational School 2 Purbalingga to achieve a goal quickly.

Based on the above explanation, the researcher interested to conduct a research entitled "New Students' Recruitment Management, A Site Study at State-Owned Vocational School 2 Purbalingga."

B. Focus

Based on the previous background, then the focus of this research is "How are characteristic of new students' recruitment management at State-Owned Vocational School 2 Purbalingga?" With the subfocuses of research are as follows.

1. How are the characteristics of the structure and role of the new students' recruitment team at State-Owned Vocational School 2 Purbalingga?

2. How are the criteria of the new students' recruitment at State-Owned Vocational School 2 Purbalingga?

C. Objective

There are two objectives of this research.

1. To describe the characteristics of structure and role of the new students' recruitment team at State-Owned Vocational School 2 Purbalingga
2. To describe the criteria of the new students' recruitment at State-Owned Vocational School 2 Purbalingga

D. Benefit

The results of this research are expected to provide theoretical and practical benefits for the management of new students' recruitment at State-Owned Vocational School 2 Purbalingga as follow.

1. Theoretical Benefit

To give a clear information about the management of new students' recruitment at State-Owned Vocational School 2 Purbalingga.

2. Practical Benefit

- a. To give an idea about the important of new students' recruitment management at State-Owned Vocational School 2 Purbalingga.

- b. To give a useful input in order to improve the management of new students' recruitment at State-Owned Vocational School 2 Purbalingga.

- c. By understanding the various problems in the management of new students' recruitment, it is possible to do the improvement and development, so the new students' recruitment at State-Owned Vocational School 2 Purbalingga is expected to be better.

E. Glossary

1. Management

Management as the process to plan and maintain the individual environment can cooperate in group effectively and in order to achieve the goal. In education, the management can be interpreted as an activity to achieve education goals that have been determined.

2. Students

Students (learners) are the community members who try to develop their potential through the learning process that is available on line, level, and type of education.

3. Students' Recruitment

The students' recruitment need to be managed from planning the number of new students that will be accepted by reducing it with the number of students who repeat the class.