

CHAPTER V

DISCUSSION AND PROPOSITION

A. Discussion

1. Characteristics of the Structure and Role of the New Students' Recruitment Team at State-Owned Vocational School 2 Purbalingga.

In a detailed students' management study, there are some activities, among other is the new students' recruitment. It is one of the first activities carried out in an educational institution, which of course through some selections determined by the institution to the new student candidates. To succeed the activity, need seven steps.

- a. Forming a new students' recruitment team
- b. Determining the registration requirements of candidates
- c. Providing registration forms
- d. Announcing the candidates registration
- e. Providing a registration book
- f. Determining the time of registration
- g. Determining the acceptable candidates (Suryosubroto, 2004: 74-78).

The new students' recruitment activity needs the team structure to make it can run well. The new students' recruitment team is formed three months before the activity held. Usually, the Vice Principal of the students' affair makes the structure of team before being reported to the principal.

The structure of new students' team usually consists of the responsible person, chairman, secretary, treasurer, and sections. The responsible person in the new students' recruitment team is the principal. State-Owned Vocational School 2 Purbalingga as the vocational school has four programs namely fishery agribusiness, animal husbandry agribusiness, automotive mechanical engineering, and agro-processing techniques.

The team membership for each section in the new students' recruitment team generally tailored with the number of teachers and education personnel in the school. From the documentation result of State-Owned Vocational School 2 Purbalingga showed that this school has five sections. For the processing section, it consists of a coordinator and four representatives from each expertise program. The registration, interview and publication sections consist of four persons of each expertise program. The data archiving section consists of a person. The new students' recruitment equipment section consists of three people and the general servant section consists of five people.

Each team member of the new students' recruitment team has own role and duty. The contribution of each new students' recruitment team member is very needed to make the activity run well. The role of each new students' recruitment member has been regulated and divided based on the tasks in the Decree of the new students' recruitment team.

A study conducted by MingchuLuo and Najjar (2007) entitled *The Chinese Principal Leadership Capacities as Perceived by Master Teachers*, stated that the principal has the main role in unifying all school members vision to improve the school quality. In addition, the principal cooperated with the students' parents and stakeholder to distribute all the existing human resources.

The principal in charge of the new students' recruitment team has a high responsibility to all new students' recruitment activities at school. The principal also has a duty to guide all members about the implementation of new students' recruitment and monitor all new students' recruitment activity. The principal of State-Owned Vocational School 2 Purbalingga conducted monitoring when the new students' recruitment held on 27 June to 2 July 2011. Not only monitoring, the principal also became the interviewer of the new students' recruitment activity.

The new students' recruitment team needs the contribution of all school members. That is done to create the harmonious relationship among all school members. As mentioned by Francisco J. Granados (2005) in his article entitled *Intertwined Cultural and Relational Environments of Organizations*, with his study result that stated all elements of an organization such as culture and environment can effect the development of the organization. This can be interpreted that how the togetherness of

the organization members can combine the way of thinking from each members so can be consistent with the organization goals.

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 student. Therefore, it needs the new students' recruitment team.

The duties of the new students' recruitment team are to:

- a. Create the new students' recruitment activities proposal.
- b. Inform the opening of the new students' recruitment to the society.
- c. Make the requirements of the new students' recruitment.
- d. Prepare the new students' recruitment schedule.
- e. Determine the new student' recruitment procedures
- f. Hold new student registration
- g. New students' recruitment budget
- h. Formulate questions of new students' recruitment tests (if necessary)
- i. Doubling the new students' recruitment test questions (if necessary)
- j. Implement the tests (if necessary)
- k. Correcting the results (if necessary)
- l. Determine the standards

- m. Announcing the selection result
- n. Held a re-registration for students who accepted
- o. Preparing a report (Anonim, 2004: 43-44).

In the new students' recruitment activity, the contribution of the team chairman is to devise the new students' recruitment activity program, coordinate the new students' recruitment activity, and to delegate some authority to the team members. After the new students' recruitment activity has been held then the team chairman makes a new students' recruitment activity report that will be reported to the principal.

In State-Owned Vocational School 2 Purbalingga before the new students' recruitment activity held, the team chairman prepares the programs that will be done in new students' recruitment. The chairman divides the duty for each new students' recruitment team members and the sections. After the new students' recruitment end, the chairman reports the activities held to the principal.

In State-Owned Vocational School 2 Purbalingga, the contribution of the secretary in the team structure of the new students' recruitment is as the chairman assistant in preparing programs that will be held.

In addition to the secretary, the treasurer contribution in the new students' recruitment team is also very important. Based on the documentation of State-Owned Vocational School 2 Purbalingga, the treasurer has a role to prepare new students' recruitment budget. The

treasurer also has a role to receive and record the financial of new students' recruitment and make the report.

While the job description of each section, is generally different. Based on the documentation data obtained by the researcher, there are five sections with the different tasks in State-Owned Vocational School 2 Purbalingga. The first section is the data processing section. It has roles to enter the enrollment data, prepare daily enrollment journal material, and the rank of National test value based on the weight of the value. The data processing section also has a role to make the announcement of the selection section and make the average value of each National Test subject.

The second section is enrollment, interview, and publication sections. The role of those sections is to prepare the enrollment place. They also give information to all new students candidate that need an explanation of the procedures to fill out the registration form. They also make a report of the result of interview with students that will be reported to the data processor.

The result of research conducted by Ross (2005) in his research entitled *Institutional And Managerial Factors Affecting International student Recruitment Management* investigate international student recruitment from an institutional perspective and to consider institutional factors that may affect recruitment. A qualitative study is undertaken in which education marketing practitioners are interviewed regarding aspects

of international student recruitment at their institutions. Interview data are analyzed by NVivo and categorized into four institutional factors: marketing department size, employee qualifications, institutional recruiting experience, and institutional focus.

After finishing the enrollment process, then the new students' candidate data must be archived. The purpose is to facilitate to make the rank of students that will be accepted. In State-Owned Vocational School 2 Purbalingga, the data archiving section has a role to archive all data in new students' recruitment activity. They make data about students that will be accepted and students who have already resigned. Next, they save data from students that have been accepted by the school.

The busiest section is the equipments section. They have a role to prepare all needs of the new students' candidate from preparing all equipments needed up to preparing the material and equipments of the special test for the new students' candidate. They also check the enrollment equipments after the registration place closed.

While the most important part of a team is the existence of the general assistant section. Its role is to help new students' recruitment activity runs well. It has a role to put up welcoming banner for the new students' candidate.

2. New Students' Recruitment Criteria at State-Owned Vocational School 2 Purbalingga.

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).

In State-Owned Vocational School 2 Purbalingga, the new students' recruitment process is started by the publication of the Principal's Decree about the Formation of the New Students' Recruitment Team. And the last step is the announcement of the new students accepted that followed by the re-registration.

The new students' recruitment operational policies consist of the provision of the number of students that can be accepted by a school. The determination of the number of students is of course based on the school condition factors. These factors include new class capacity, the accepted student criteria, budget, facilities, education personnel, the number of students in the first grade, and others.

The new students' recruitment operational policies also consist of the enrollment and selection systems, registration time, the personnel who involved.

According to Mantja (2008: 37) there are three kinds of selection to be used in the new students' recruitment, namely (a) based on Final Exam

score, (b) based on searching the interest and ability (PMDK), and (c) based on entrance test or the special test.

The process of the new students' recruitment must meet the requirements from the school. The requirements to be new students are generally same with other schools. The result of observation and documentation in State-Owned Vocational School 2 Purbalingga showed that the requirements to be the new students, among others, passed the secondary school. The new student candidates must submit SKHUN or Junior High School or MTs graduating certificate and follow written and spoken tests.

The Moore Research (2005), entitled "*Recruitment Is Not Enough: Retaining African American Students in Gifted Education*" stated that much attention is given to recruit students with various ways from the students' culture to the gifted education, but a little attention to maintain them. As being noted in the exploration and college research, African American and other students from the unique and complex color. The internal variable includes self-concept, racial identity, motivation, and resistance attitude. The external variable includes the social injustice, teachers and counselor, social support system (namely the relationship with teachers, counselors, peer, and parents), academic support system (namely, course program), leadership, and society service or involvement.

In State-Owned Vocational School 2 Purbalingga, the new students' recruitment process was started by taking the registration form

on 27 June to 2 July 2011. The registration form contained the students' data, National test score, program that will be chosen. After filling out the form then submitted it to the registration section. Then the students conducted written test and interview.

The new students' recruitment process still conducted manually or the students come directly to the school.

The new students' recruitment process in every school is not same. In State-Owned Vocational School 2 Purbalingga, it is conducted through two steps, namely interview and special test.

In the new students' recruitment process, schools have special criteria that must be met by each student candidate. In State-Owned Vocational School 2 Purbalingga, the criteria owned by the school are for each candidate that register must have the average national exam value of 7 and the written test above 75 point. This aimed to get students that have high competence in their field.

The results of Kent Farnsworth research (2005, A New Model For Recruiting International Students: The 2 + 2): there are several steps taken by the university to recruit the excel students, one of them is to make the following policy: reducing cost and efficiency in recruiting process, significantly reduce cost for students, give the much opportunity, residual articulation and benefit transfer for students.

There are the equality and difference between this research and Kent Farnsworth result. The equality is each education unit has a right to

determine the policy in recruiting students. The policy taken from both these researches is more focus on the cost that can be affordable or even reduce costs so that people can participate fully. While the difference is related to the new students' recruitment policy, that uses a reduced cost and greater efficiency in revenue.

B. Proposition

1. The better establishment of the team structure of the new students recruitment and also the division of roles according to the ability, the new students' recruitment activity will run well. That is because the team members have known their roles and duties.
2. The better the criteria of the new students' recruitment, the input will be more qualified. That is because the quality input will create a quality output.