

## STUDENT RECRUITMENT STRATEGY AT MADRASAH TSANAWIYAH NEGERI 2 KESESI PEKALONGAN

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### ABSTRAK

Penelitian ini bertujuan untuk menganalisis strategi rekrutmen peserta didik baru di Madrasah Tsanawiyah Negeri 2 Kesesi Pekalongan. Penelitian ini merupakan penelitian kualitatif. Penelitian dilakukan di Madrasah Tsanawiyah Negeri 2 Kesesi Pekalongan dengan subjek penelitian berupa kepala sekolah, ketua penerimaan peserta didik baru, sekretaris dan panitia penerimaan peserta didik baru, wali peserta didik, peserta didik, dan masyarakat. Data dikumpulkan dengan teknik wawancara mendalam, observasi partisipan, dan dokumentasi. Analisis data dilakukan dengan data reduction, data display, dan conclusion drawing atau verification. Hasil penelitian menunjukkan bahwa strategi perekrutan peserta didik baru di Madrasah Tsanawiyah Negeri 2 Kesesi Pekalongan dilaksanakan dengan lima strategi, yaitu mempersiapkan banner online maupun offline, pelibatan mitra dengan sekolah lain, membentuk tim sukses, pemetaan lokasi dan menentukan sasaran, aktualisasi sampai dengan pengawasan dan evaluasi.

**Kata kunci** : peserta didik baru, rekrutmen, strategi

### ABSTRACT

*This research aims to analyze the recruitment strategy for new students at Madrasah Tsanawiyah Negeri 2 Kesesi Pekalongan. This research is qualitative. The research was conducted at Madrasah Tsanawiyah Negeri 2 Kesesi Pekalongan with the research subjects being the principal, head of new student admissions, secretary and new student admissions committee, student guardians, students and the community. Data was collected using in-depth interview techniques, participant observation, and documentation. Data analysis was carried out using data reduction, data display, and conclusion drawing or verification. The results of the research show that the strategy for recruiting new students at Madrasah Tsanawiyah Negeri 2 Kesesi Pekalongan is implemented with five strategies, namely preparing online and offline banners, involving partners with other schools, forming a success team, mapping locations and determining targets, actualization, and monitoring and evaluation.*

**Keywords:** *new students, recruitment, strategy*

## INTRODUCTION

Education is a process of implementing learning and developing skills and attitudes for students through various methods and systems (Setyaningsih & Suchyadi, 2021). Education aims to prepare individuals who are ready to face real conditions in the current era that continues to develop (Barzilai & Chinn, 2020). Individuals are prepared to become citizens who are productive, skilled, think critically, can solve problems, can work together, are communicative, and technologically literate (Agaoglu & DemİR, 2020). These needs are also in line with demands in the world of work.

Education must be carried out continuously and throughout life to develop individual knowledge and skills through training, experience, and non-formal education (Setyaningsih & Suchyadi, 2021). Quality education can be seen from the quality of an educational institution. This quality describes the condition and appearance of each educational unit in achieving goals and satisfying users. The quality of education can be determined from eight national aspects, namely: content, process, assessment, graduation, management, educators, teaching staff, and costs (Pramana et al., 2021).

To realize this quality, the strategy in the education unit needs to be considered. This strategy is part of the service that pays attention to the planned aspects of regulation, supervision, and services for students from the time the students are accepted into an educational institution until they are declared graduated (Alayoubi et al., 2020). Education strategy includes aspects of administration, supervision, discipline, assessment, and communication with all school stakeholders. In management, some tasks need special attention, especially in sorting educational input at an institution. What is meant is about student recruitment.

In the process of recruiting students in educational institutions, there needs to be an appropriate strategy. This strategy leads to the student acceptance process. Managing student recruitment is important to maintain a balance in school capacity and the number of students entering, such as aspects of admission

quotas, selection methods, and capacity monitoring (Gille et al., 2022; Menifield et al., 2024).

Madrasah Tsanawiyah Negeri (MTsN) 2 Kesesi Pekalongan is a madrasa that has experienced a significant increase in the recruitment of new students. This increase is influenced by several factors such as population growth, changes in parental preferences, and socio-economics. MTsN 2 Kesesi Pekalongan competes with similar and private educational institutions. This increased competition places great pressure on student admissions managers to maintain the quality of students.

The right recruitment strategy will attract new students and ensure the necessary resources, such as the availability of facilities, teachers, materials, and student needs. An in-depth study of student recruitment strategies is important as a basic need for educational units. Therefore, this research aims to analyze the recruitment strategy for new students at Madrasah Tsanawiyah Negeri 2 Kesesi Pekalongan.

This research uses a qualitative approach. According to Moleong, qualitative research is a research process that produces descriptive data in the form of written and spoken sentences from the subjects being observed (Moleong, 2014). This research took place at MTsN 2 Kesesi Pekalongan because the school has good management in mobilizing the potential and creativity of the academic community. The subjects of this research were the head of the madrasah, chairman of new student admissions, secretary of new student admissions, new student admissions committee, student guardians, students, and the community.

Data was collected through in-depth interviews, observation, and documentation. The data is validated or the validity of the data is found out using the triangulation technique. The triangulation carried out was a triangulation of sources and methods. Data was analyzed using interactive analysis, namely data reduction, data presentation, and verification (Miles et al., 2014).

## **DISCUSSION**

The findings of this research produced five strategies for recruiting new students at MTsN 2 Kesesi Pekalongan. The five strategies are as follows.

First, recruitment of new students at MTsN 2 Kesesi Pekalongan is carried out online and offline. The strategy used is to prepare online and offline banners. This is done to update the school's achievements and advertise the acceptance of new students. According to the head of the MTsN 2 Kesesi Pekalongan, the process of accepting new students is carried out online and offline according to current developments. This process is carried out to improve team performance and marketing or information to prospective students and parents. Another benefit is fast and instant access by users. In line with the information provided by the head of the madrasah, the secretariat for the admission of new students also stated the same thing where the recruitment process was carried out online and offline. The secretary said,

"Planning is prepared by preparing steps, namely arranging a schedule for accepting new students, arranging a socialization schedule with the team, informing the registration flow both online and offline, and making a daily journal for accepting new students."

This finding is in line with previous research which states that schools have advertised achievements through various media, both online and offline, by starting advertising earlier than the actual process (Leong & Said, 2024).

Second, the strategy used is involving partners with other schools. The team involves schools and builds partnerships with other schools. The team also collaborates with local communities to improve social networks and information. This collaboration is important as expressed by Tien et al. (2021) that schools can express school culture through relationships within the school and the outside community to attract the interest of prospective students. Schools also need to expand relationships with alumni, external training institutions, socio-economic organizations and businesses to ask for help and support in shaping the school's image to customers to enhance the development of the school brand.

According to the madrasa head, this process was carried out in collaboration with other schools to exchange information on recruiting new students, such as socialization locations, and installing billboards and public information boards in locations frequently visited by many people. This statement is also supported by the student affairs sector in developing planning strategies for new student admissions. According to him,

"After a coordination meeting with the new student admissions team, we conditioned the implementation with one of our steps, namely conditioning the success team and the surrounding environment including other schools and especially the surrounding community as part of the initial planning step to inform the surrounding community regarding the acceptance of new students at MTsN 2 Kesesi Pekalongan by putting up billboards and banners."

From the results of interviews with several sources, it can be seen that the strategy for accepting new students is based on communication and cooperation with the community. Relevant to what was found by Malhotra et al. (2023) is that schools must utilize the power of alumni in enriching collaboration. This is useful in increasing academic research results, recruitment, fundraising, marketing, product promotion, and internship opportunities for students through the active participation of alumni.

Third, the strategy implemented by MTsN 2 Kesesi Pekalongan is to form a successful team. Team formation starts with administration, treasurer, student affairs, equipment, and security. Forming a new student admissions team or committee can help institutions develop specific recruitment and retention (Coronado et al., 2020).

Fourth, the strategy used is location mapping, accompanied by determining targets and destination objects. Location determination is carried out by mapping the destination location and coordinating with the surrounding community (Hijrawadi et al., 2020). The schedule is prepared by visiting several destination locations. Return visits to schools are carried out by recording the number of students who will graduate.

Fifth is actualization through monitoring and evaluation. The recruitment process starts at the end of the odd semester. This stage pays attention to several important aspects, namely the registration process, information system, and criteria for prospective students. According to an AJM source,

"The process of accepting students at MTsN 2 Kesesi Pekalongan is carried out online and offline. "The main criteria for accepting new students is to prioritize their morals and then prospective students who are physically and spiritually healthy."

Madrasahs do not set criteria that make it difficult for prospective students to get satisfaction in the recruitment process. Other information was obtained from another informant who stated,

"Registrant quotas are always updated or updated to make information easier for prospective students. Information for students who meet the criteria and have complete files will immediately be declared accepted, so in my opinion, this is very easy and the information is continuously updated to anticipate the number of quotas for accepting new students."

This was confirmed by the head of the madrasah and the head of new student admissions who informed that anticipation was carried out if the number of students increased and if there were too few then the requirements would be updated. The recruitment strategy for new students must be carried out consistently and comprehensively from all school stakeholders to achieve the set goals (Dollinger & Lodge, 2020).

## CONCLUSION

Based on all the explanations above, it is informed that there are five strategies for recruiting new students at MTsN 2 Kesesi Pekalongan, namely preparing online and offline banners, involving partners with other schools, forming a success team, location mapping and determining targets, actualization and supervision. and evaluation. Recommendations are aimed at madrasahs to plan the acceptance of new students optimally and every teacher is advised to contribute to the recruitment of new students.

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