



Education Sector Public Service Management

Study of Acceptance of New Student Services

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Abstract. Acceptance of New Students at the Ministry of Education and Culture is currently using the Online system, the Online System is provided for the selection of New Student Admissions at the Public Middle School level by utilizing the development of information and communication technology, so that prospective new students can register and monitor the selection process directly through internet access. The East Ogan Komering Ulu Regency Government through the Education Office organizes New Student Admissions activities at the State Middle School level in an objective, transparent, accountable and non-discriminatory manner. This effort is expected to be able to provide quality educational services to every Indonesian citizen, especially in the East Ogan Komering Ulu Regency area, as well as a manifestation of the vision and mission of East Ogan Komering Ulu Regency, which has advanced infrastructure and noble people. The issue raised in this study is how the quality of the service for delivering new student admissions at the junior high school level provided by the Office of Education and Culture of East Ogan Komering Ulu Regency. The purpose of this study was to describe and analyze the quality of public services in delivering new student admissions to the Office of Education and Culture of East Ogan Komering Ulu Regency. This study uses a qualitative research model with data collection techniques through interviews with unstructured interview data collection tools and observation. The informants in this study were the Head of Department of Education and Culture for Admissions of New Students at the East OKU District Education and Culture Office and several junior high schools in East OKU District. The results of this study: The level of public services in the delivery of new student admissions is somewhat unsatisfactory, this can be seen from the lack of information obtained by the community even though the PPDB data at public junior high schools in OKU Timur district runs well and smoothly but there are some of the obstacles that can still be overcome by the school.

Keywords: Education Services · Management · New Students · Public Services · Service Reception

1 Introduction

Public services in the field of education are still a topic of discussion, administrators is obliged to provide quality public services based on the principle of public service [1]. However, in the current conditions, community participation in education tends

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to decrease as the level of education increases. National education must be able to ensure equal distribution of educational opportunities and improve the quality and relevance of education to face the challenges of changing local, national and global life [2]. Improvements to public services, especially in education, will get better and more evenly distributed. This is due to the many limitations both in terms of the education budget, teaching staff, facilities such as school buildings, libraries, laboratories and scholarships for the poor.

The management of receiving new student policy implementation services is still experiencing various problems [3]. This is because there is an assumption that the service reception of new students' policy has not been comprehensively prepared and studied. We must give public services the highest priority feasible for all citizens in order to contribute to the realization of people's wellbeing.

Improving public service is one of the most basic needs for every human being [4]. Education will shape identity through skills, morality, intellect and lead to the world of work. Services in the education sector include service groups, namely services that produce various forms of services needed by the public, for example education, health care, transportation, postal services, and so on [5]. An optimal increase in educational potential, it is better for the Education Office to control the increase in educational potential so that students who are unable and drop out of school but excel are given the opportunity to enjoy education, because education is the right of all children of the nation [6].

Service as an activity carried out by a person or group of people with a certain basis where the level of satisfaction can only be felt by the person serving or being served, depending on the ability of the service provider to meet user expectations [7]. Improvement of public services is needed to improve the quality of education in Indonesia.

The process of accepting new students is currently also part of the process of improving the quality of education in Indonesia, where the service reception of new student's process has been carried out digitally or online. This digital system is known as SIAP PPDB Online. The SIAP PPDB Online Service is a Service System designed to facilitate the automation of the implementation of new student admissions, from the registration process, selection to the announcement of real-time-based selection results via the Internet. This service is provided using Web and Cloud Computing Technology (Cloud Computing) which can assist schools in implementation of new student admissions services more easily, quickly, transparently, accurately and accountably online on the Internet.

Concerning implementation of new student admissions is carried out in an objective, transparent and accountable manner. Implementation of new student admission as intended is carried out without discrimination except for schools that are specifically designed to serve students of a particular gender or religious group [8]. The efforts of the Ogan Komering Ulu Timur Regency government in providing good services to Indonesian citizens, especially in the field of education, are a manifestation of the government's vision and mission which has a vision and mission of advancing infrastructure and noble people, the OKU Timur Regency government through the Education Office organizes Student Admissions activities at the State Junior High School level will be carried out

in an objective, transparent, accountable and non-discriminatory manner. This was conveyed by the Head of the Education and Culture Office Mr. Wakimin, S.Pd, MM in the online media ANTARA.

Admission of new students at the Public Middle School level for the 2022/2023 academic year uses the Online system, the Online System is provided for the selection of new student admissions at the Public Middle School level by utilizing developments in information and communication technology, so that prospective new students can register and monitor the selection process directly through internet access. The Semi-Online system is provided specifically for the selection of new student admissions at the Public Middle School level through the Affirmation and Zoning pathways, while the offline system is provided specifically for the selection of new student admissions through the achievement pathway, so that New Student Admissions activities at the Junior High School level The country for the 2022/2023 academic year can run well, there needs to be a fundamental system change.

Improving the quality of public services is the right strategy for planning public service problem solving by increasing the performance of government agencies, apparatus human resource capacity by improving education and training [9]. The goal is the implementation of public services that are appropriate, fast, free of charge, and satisfy the public as consumers. Based on this background, to support the new student admissions activity process, it is necessary to improve good public services so that they can run as expected, namely to run in an objective, transparent, accountable, and non-discriminatory manner.

2 Methods

The research method used is a qualitative approach with descriptive methods, where problems related to humans are fundamentally dependent on observation. Qualitative research is research that is intended to understand phenomena about what is experienced by research subjects such as behavior, perceptions, motivations, actions and others which can be holistically described in the form of words and language, in a special context that is natural and using natural methods [10]. The qualitative research method is a research method based on the philosophy of postpositivism, used to research on natural object conditions, (as opposed to experiments) where the researcher is the key instrument.

The research sample was conducted in the East OKU Education and Culture Office and Junior High Schools in the research environment, in this case the school that was used as the research sample, namely Belitang 1 Public Middle School.

The research data is qualitative data, namely data that shows the quality or quality that exists, in the form of conditions, processes, events/events and others that are described in the form of words. While the form of this research data is descriptive in the form of narratives, stories, arrangements of informants, personal documents such as photos, field notes, behavior, gestures, and many other things obtained from the results of interviews and field observations conducted by researchers. The source of research data is the source of the subject from where the data can be obtained.

Sources of data to be used in this study include secondary data and primary data.

- a. Secondary Data, the secondary data needed is not an emphasis on quantity but on quality and suitability, therefore researchers must be selective and careful in choosing and using it. Secondary data is data obtained through literature study to collect data through new student admission manuals, government regulations both central and regional, news from online media and documents relevant to research.
- b. Primary data, is to obtain this primary data by conducting direct research on research objects using data collection techniques, by means of observation, interviews and documentation. Data collection techniques planned for use in the field are as follows:
 - a. Interview

Interview is a form of communication between two people, involving someone who wants to obtain information from another person by asking questions, based on a specific purpose [11]. Researchers must encourage research subjects so that the answers are not only honest but also quite complete or elaborated. The context of this qualitative research the purpose of the interview is actually parallel to the objective of participating in the data collection process [12]. Based on this, the researcher asked questions to informants, related to the research being carried out. Meanwhile, the informant's duty was to answer the questions posed by the interviewer. Even so, the informant has the right not to answer questions that according to his privacy or agency secrets.

The interview technique used in this study is a structured interview technique. The point is that the interview process was carried out in a planned manner. In this case, the researcher first prepared an interview guide as a guide in interviewing informants to obtain information.

- b. Observation

Observation is something that is used for looking for information in the form of events, places or locations as well as pictures [13]. Observations for qualitative data are used to see, pay attention to and observe the behavior and activities of individuals when individuals are in research locations where researchers make direct observations in the field.

Field observations were also carried out by researchers when observing the services of the East OKU Education and Culture Office starting from the socialization process that was carried out to the course of the new student admission process in schools by recording behaviors that were relevant to the research theme.

- c. Documentation Study

In addition to interviews and observations, data collection was carried out by researchers in this study using documentation or literature study techniques. In essence, documentation or literature study is a method used to trace historical data or review literature and reports related to the title of the researcher.

Documentation study is collecting a number of documents needed as information data material. Usually said to be secondary data, namely data that has been created and collected by other people or institutions. This information is very important to help complete the data collected. Document study is a complement to the use of observation and interview methods in qualitative research [14]. Data analysis techniques are efforts made by analyzing/examining data, organizing data, selecting and sorting it into something

that can be processed, looking for and finding patterns, finding what is important based on needs in research and deciding what can be published. The data analysis step will go through several stages, namely: collecting data, classifying it, selecting and sorting data, then analyzing it [15]. This data analysis is in the form of a narrative from a series of research results which aim to answer the research problem. The data that has been collected through interviews, observation and documentation studies will be described in the results and discussion of the research.

3 Results and Discussion

Acceptance of New Students 2022 which is carried out at the East Ogan Komering Ulu East Education and Culture Office is carried out through several channels including Zoning, Affirmation, Academic and Non-Academic Achievements, Transfer of Parent/Guardian Tasks, and other channels. In several areas, the Education Office asked schools to continue serving registration directly at school or offline in the 2022/2023 new student admissions. This is because not all schools in their area have access to the Internet like those in rural areas. This is done so that students can go to school or, at a minimum, get an education, the target is that at least compulsory education can be followed by most or all school-age children can go to school and there is no reason for parents to be able to send their children to school. Therefore it needs good management, especially those carried out by the managers. Classically there are four core management, namely planning, organizing, actuating, and controlling. Good management will make it easier to carry out supervision later.

In this academic year, the East Ogan Komering Ulu Regency Education Office has not yet used system services for the management of New Student Admissions or New Student Admissions at the SD/MI, SMP/MTs, SMA/MA, and SMK/MAK levels. Online Real Time. Online PPDB registration usually uses the SIAP PPDB Online system from PT. Telkom Indonesia, can also use a system that is managed directly by the Education Office of each region, or implemented independently by each school.

The initial stage was carried out by the OKU Timur Education and Culture Office by conducting socialization to schools that were recorded at the local service where through the Student Representatives and respective school operators to carry out recruitment in accordance with government regulations.

The following is a list of SD/MI, SMP/MTs, SMA/MA, and SMK/MAK schools in the East Ogan Komering Ulu Regency Region which are in the Districts: Belitang, Belitang II, Belitang III, Belitang Jaya, Belitang Madang Raya, Belitang Mulya, Buay Madang, Buay Madang Timur, Buay Pemuka Bangsa Raja, Buay Pemuka Peliung, Bunga Mayang, Cempaka, Jayapura, Madang Tribe I, Madang Tribe II, Madang Tribe III, Martapura, Semendawai West, Semendawai Tribe III, Semendawai Timur.

In this case the researcher conducted research at SMP Negeri 1 Belitang. Where SMPN 1 Belitang is the school that accepts the most students in the 2022/2023 academic year with a total of 323 students. From the results of interviews with the OKU East Education and Culture Office, in this case represented by the Secretary of the OKU East Education and Culture Office, Mr. new students are carried out through several channels including Zoning, Affirmation, Online Real Time. Online new student admission registration usually uses the SIAP PPDB Online system from PT. Telkom Indonesia,

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The following is a list of SD/MI, SMP/MTs, SMA/MA, and SMK/MAK schools in the East Ogan Komering Ulu Regency Region which are in the Districts: Belintang, Belintang II, Belintang III, Belintang Jaya, Belintang Madang Raya, Belintang Mulya, Buay Madang, Buay Madang Timur, Buay Pemuka Bangsa Raja, Buay Pemuka Peliung, Bunga Mayang, Cempaka, Jayapura, Madang Tribe I, Madang Tribe II, Madang Tribe III, Martapura, Semendawai West, Semendawai Tribe III, Semendawai East.

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From the results of interviews with the OKU East Education and Culture Office, in this case represented by the Secretary of the OKU East Education and Culture Office, Mr. new students are carried out through several channels including Zoning, Affirmation (Fig. 1).

Himawan Bastari, Head of the Education and Culture Office of OKU Timur Wakimin, through the Head of Student and Character Development Section of the Education and Culture Office, Himawan Bastari, said that in the inaugural year of new student admission there are likely to be some deficiencies and based on experience this will be corrected next year.

From the results of research observations, it is also considered that the services of the East OKU Education and Culture Office are still inadequate where there is still a lack of information obtained by the community, in other words, the information provided from the relevant offices is still very limited, either directly or indirectly. Directly, for example, very little news or information related to new student admission is received by the community so that students or parents still have to continue to communicate with the school where an explanation about new student admission is not directly obtained but



Fig. 1. The students together with their parents re-registered at SMP Negeri 1 Belintang.

parents of students are only asked to wait for the results of the announcement without being notified of the selection process.

Apart from this, the new student admission process is also still carried out offline or manually where students who want to register still go through their respective elementary schools after that only the relevant school sends it to the destination school via online so the process the selection is not directly from the students but still has to go through the previous school. With an offline process, the standards for achieving new student admission data transparency are also still questionable. Even though in several related agencies the same new student admission process has been carried out online so that it will also be easier for the community to obtain information related to the selection process and transparency of new student admission data which can also be directly accessed by the public.

Limitations and delays in information are also felt by the school so that the school's preparation for providing information to the public is late so that the school communicates with parents and pupils still done manually after the data needed to make online income must be completed. The information carried out by the school also still seemed manual, only using hand phones so that some parents of students did not get information about when and when the new student admission process was carried out.

In addition to this, according to the Minister of Education and Culture, the Regional Government is obliged to provide guidance and supervision of schools organized by the Regional Government and the community in their area. Not only that, the local government is also considered not optimal in conducting outreach so that many people are confused in registering.

Implementation of the new student admission policy has so far been seen as a big agenda that requires it further arrangement of policy management. When policies are managed properly, the impact will be felt by the wider community, who have the desire to get education that is just, transparent and accountable.

4 Conclusion

Based on the research above, it can be concluded that services for the level of public services in delivering new student admissions are somewhat unsatisfactory, this can be seen from the lack of information obtained by the community, even though the new student admissions data at junior high schools in East OKU district is running well and smoothly, but there were several obstacles faced by new student admissions participants. Not only that, the local government is also considered not optimal in conducting outreach so that many people are confused in registering. So that it is necessary to foster and supervise schools organized by the regional government and the community in their area.

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