

ABSTRAK

Penerimaan peserta didik baru (PPDB) *Online* adalah sebuah sistem yang dirancang untuk melakukan seleksi otomatis mulai dari pendaftaran, proses seleksi hingga proses pengumuman seleksi. Sistem PPDB *online* ini diharapkan mampu memenuhi harapan masyarakat tentang implementasi penerimaan peserta didik baru yang objektif, transparan dan akuntabel.

Penelitian ini dilakukan untuk mendeskripsikan manajemen penerimaan peserta didik baru *online* jenjang SMA Negeri di Dinas Pendidikan Kota Bandung, meliputi perencanaan, pengorganisasian, pelaksanaan, pengendalian, faktor-faktor penunjang keberhasilan dan faktor penghambatnya.

Penelitian ini dilatarbelakangi oleh permasalahan terjadinya kecurangan, ketidakpahaman masyarakat terhadap sistem PPDB *online*, serta kekhawatiran yang muncul saat PPDB yakni tindakan korupsi, kolusi dan nepotisme (KKN) antara masyarakat dengan pihak sekolah.

Metode yang digunakan dalam penelitian ini adalah (1) metode kualitatif pendekatan deskriptif, (2) lokasi penelitian dilaksanakan di Dinas Pendidikan Kota Bandung dan 6 SMA Negeri di Kota Bandung, (3) sumber data informan tim PPDB *online* dan masyarakat, (4) teknik pengumpulan data yang dilakukan adalah wawancara dan dokumentasi.

Berdasarkan hasil penelitian, (1) Perencanaan PPDB *Online* meliputi pembentukan panitia, penyusunan peraturan walikota dan petunjuk pelaksanaan, pembuatan *website*, menentukan jadwal, penetapan daya tampung sekolah dan sosialisasi, (2) Pengorganisasian PPDB *online* berkaitan dengan pembentukan panitia tingkat kota dan panitia tingkat sekolah serta pembagian tugas pokok dan fungsi masing-masing panitia. (3) Pelaksanaan PPDB *online* berdasarkan petunjuk pelaksanaan yang tercantum dalam peraturan walikota yang meliputi pendaftaran, seleksi sampai pendaftaran ulang. (4) Pengendalian dilakukan melalui pengawasan oleh tim pengawasan dan pengaduan serta evaluasi yang dilakukan oleh tim PPDB tingkat kota dan sekolah. (5) Faktor-faktor penunjang keberhasilan PPDB *online* terdiri dari kejasama antarpanitia, komunikasi, komitmen, SDM, infrastruktur dan sosialisasi. (6) Faktor penghambat terdiri dari SDM, keterbatasan infrastruktur, serta pemahaman terhadap teknologi.

Kata kunci: Manajemen, Penerimaan Peserta Didik Baru, *Online*

ABSTRACT

The online acceptance of new students (PPDB) is a system designed to perform automatic selection starting from the registration, selection process until the process of the selection announcement. PPDB online system is expected to fulfill the expectation of the public about the implementation of the admission of new students who are objective, transparent and accountable.

This research was conducted to describe the online management of the acceptance of new students in Senior High School of Education Office Bandung, including planning, organizing, implementing, controlling, supporting factors and inhibition factors.

The background of the research was made by the fraudulence, incomprehension of the system PPDB online, until concerns that corruption, collusion and nepotism (KKN) will arise in society or school side.

The methods used in this research are (1) the descriptive used the approach of qualitative methods, (2) the location of the research carried out at School District (Dinas Pendidikan) Kota Bandung and 6 Senior High School in Bandung, (3) the sources of the research are got from PPDB online team and the society (4) technique collection data is by doing interview and documentation.

The result of the research (1) PPDB online planning includes the creation of the committee, preparation of regulation implementation instruction of the Mayor, website creation, determining the schedule, the determination of the capacity of the school and socialization, (2) Organizing PPDB online with regards to the establishment of the Committee for city and school as well as the division of basic tasks and function of each other, (3) implementation of PPDB online based on guidelines in the Mayor's rules including registration until re-registration, (4) the controller is done by team supervisor and complaints as well as the evaluation carried out by team PPDB in city and school. (5) Factors of success in PPDB online consist by teamwork the committee each other, communication, commitment, human resources, infrastructure and socialization. (6) Inhibition factors composed by human resources, limitation of infrastructure, and less of the understanding of technology.

Keywords : management, the acceptance of new students, online