Strategic Management of Information Systems in the New Student Admission Process (PPDB) at an Islamic Senior High School 4 Aceh Besar

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Article Info	ABSTRACT
	In the era of globalization, technology has become a cornerstone of the educational landscape, necessitating that educational institutions adapt to digital advancements to enhance the effectiveness and efficiency of their systems. However, the management of websites for student recruitment often encounters significant obstacles, such as frequent technical errors and server downtime due to high traffic, a shortage of skilled human resources for web management, and limited infrastructure. This study aims to analyze the management of the school website as a medium for student recruitment and to identify the challenges and efforts involved in its implementation at MAN 4 Aceh Besar. This research employs a qualitative method with a descriptive approach. Data collection was conducted through interviews, observations, and documentation involving the research subjects. The findings indicate that the management of the recruitment website has been executed according to established procedures, encompassing planning stages, the formation of a team involving all school stakeholders, structured implementation, and routine evaluations to ensure website effectiveness. Despite these efforts, challenges remain, specifically technical errors and limitations in human resources and infrastructure. Nevertheless, the school continues to take proactive measures to overcome these hurdles, such as conducting training programs to enhance the competence of website administrators and upgrading infrastructure. These efforts are aimed at achieving the primary objectives for which the recruitment website was initially developed.

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1. Introduction

Education serves as the primary vehicle for human development, enabling individuals to adapt to global complexities and fostering societal progress. In alignment with the Indonesian National Education System Act (No. 20 of 2003), every citizen is entitled to quality education. To ensure this right is met effectively, robust educational management—

encompassing planning, implementation, and evaluation—is essential. A critical component of this management is student recruitment, which functions as the strategic gateway for institutional success.

In the digital age, educational institutions have increasingly integrated Information and Communication Technology (ICT) to streamline administrative processes. The school website, in particular, has emerged as a vital tool for communication, promotion, and recruitment. When managed optimally, a website serves as an interactive platform that facilitates online registration and disseminates institutional information, bypassing geographical and temporal constraints.

However, the transition to digital recruitment is often met with significant challenges. Preliminary observations at MAN 4 Aceh Besar reveal that while a website-based recruitment system is in place, its implementation is hindered by several factors. These include a shortage of competent human resources in IT management, limited maintenance budgets, and suboptimal content updates. Furthermore, external challenges such as low digital literacy among prospective students and parents, coupled with uneven internet access, impede the effectiveness of the online registration process. Competitive pressure from other institutions and a lack of direct socialization further complicate the recruitment landscape.

Consequently, there is a pressing need to analyze the management of these digital platforms to overcome technical and non-technical barriers. This study aims to investigate the website management strategies employed by MAN 4 Aceh Besar, evaluate their effectiveness in student recruitment, and identify the specific obstacles and corrective measures taken by the institution. The findings are expected to provide a strategic framework for other educational institutions seeking to optimize digital recruitment systems.

2. Research Methods

Research Approach and Type

This study utilizes a qualitative method with a descriptive approach. Data obtained directly from the field is analyzed, disclosed, and presented by the researcher as an integral part of the study. In qualitative research, data is collected from field sources, subsequently analyzed, and the final results are synthesized into conclusions. According to Bogdan and Taylor, qualitative research is a research procedure that produces descriptive data in the form of written or spoken words from individuals and observable behaviors. This approach focuses on the context and the individual as a whole. Based on these aspects, the researcher applies a qualitative method with a descriptive approach to objectively and accurately describe and analyze "website management in student recruitment at MAN 4 Aceh Besar," thereby obtaining a more comprehensive understanding of the phenomenon under study.

Research Site

The research was conducted at MAN 4 Aceh Besar, located at Jln. Teuku Nyak Arief, Tungkop, Darussalam District, Aceh Besar Regency. The selection of this research site was based on several considerations:

a. The researcher identified the existence of website management at this school, which is the primary subject of discussion in this study.
b. The geographical distance between the researcher and the research location is easily accessible.

Research Subjects

Research subjects are the objects that serve as the focus of the study, whether they are individuals, objects, or institutions (organizations). In this study, the subjects consist of individuals who provide relevant, necessary, and accurate information. According to Sugiyono, this study employs a purposive sampling technique for subject selection. This technique was chosen based on specific considerations, namely selecting individuals deemed to have profound knowledge regarding the aspects being researched. With this approach, the researcher can more easily extract information and understand the object or research situation more deeply. The primary subjects in this study include the School Principal, the Head of School Administration, the school website administrator, and students who are part of MAN 4 Aceh Besar.

Researcher's Presence

In this study, the researcher serves as the primary instrument and must be directly involved in the field to conduct interviews, observations, and documentation. In qualitative research, the direct presence of the researcher in the field is vital, as qualitative research cannot be conducted without direct involvement. The researcher's presence at the site is essential to ensure the accuracy of the interpretation of results and findings. By performing direct observations and interacting with research participants, the researcher can gain a deeper understanding of the context, identify variables that may not be detected theoretically, and obtain direct perspectives from the parties involved. The direct presence of the researcher at MAN 4 Aceh Besar provides an opportunity to understand the management of the school's website more deeply. Therefore, the researcher's involvement at the research site becomes a crucial element in ensuring the quality and validity of the findings in this qualitative study.

Data Collection Techniques

To ensure the smooth progress of the research, the author applied data collection techniques to obtain the information and data required for this study. According to Sugiyono, data collection methods in qualitative research can be conducted through observation, interviews, documentation, and a combination or triangulation. In line with the research theme, the researcher utilized three data collection methods: observation, interviews, and documentation. The specific data collection techniques used by the researcher are as follows:

Observation According to Cartwright in Eko Murdiyanto, observation is defined as the process of observing, scrutinizing, and recording behavior systematically for a specific purpose. Observation aims to describe and understand the behavior of the object, or simply to determine the frequency of an event. From this definition, it can be concluded that the core of observation is the existence of observable behavior and a goal to be achieved. Observed behavior can be in the form of actions that are directly visible, audible, countable,

or measurable. In this observation activity, the researcher will conduct direct and comprehensive observations at the research site regarding the management of the website in the student recruitment process at MAN 4 Aceh Besar. This field observation is a mandatory part of the research to support data obtained through interviews and documentation.

Interviews an interview is a data collection method conducted through direct one-way question-and-answer sessions with research subjects. The research subjects in this scientific work who will be interviewed include the school principal, the Head of School Administration, the Chairperson of the Student Recruitment Committee (PPDB), and students who are part of MAN 4 Aceh Besar. These interviews aim to obtain comprehensive information regarding website management in student recruitment at MAN 4 Aceh Besar. The interview process will be conducted using a voice recorder.

Documentation is a data collection method sourced from various forms of records or archives that have been documented. This method can also be interpreted as a qualitative data collection technique by reviewing or analyzing documents created either by the subject themselves or by other parties related to the research subject. This study will collect as many important documents as possible that are relevant to the object of study, such as school profile and identity data, as well as supporting photographs, including documentation during the research process.

Data Collection Instruments

A research instrument is a tool used to obtain information or data in a study. In qualitative research, the researcher themselves serves as the primary instrument. The researcher's tasks in this study cover various aspects, such as establishing the research focus, selecting informants who can provide relevant information, and serving as the primary data source. Furthermore, the researcher is responsible for collecting data, evaluating data quality, analyzing, interpreting the results obtained, and formulating conclusions based on the collected data. In this study, the researcher used various instruments as aids in data collection. The instruments used in this study are as follows:

Observation sheets, which include various aspects related to real situations and conditions in the field concerning website management in student recruitment at MAN 4 Aceh Besar.

Interview sheets, which are a set of core questions used as a guide in asking questions to the research subjects, namely: the school principal, the Head of School Administration, the Chairperson of the Student Recruitment Committee (PPDB) as the person in charge of implementing student recruitment at the school, and students who are part of MAN 4 Aceh Besar.

Documentation sheets, which are data obtained from various written documents, images, or recordings related to the research. Documentation may include school archives, activity reports, photos, and other written evidence that supports the research results.

In this study, observation, interviews, and documentation were supported by various tools such as notebooks and other equipment to facilitate the observation process. During interviews, the researcher used a voice recorder and a small notebook to record important

information relevant to the research. For documentation, the researcher utilized a camera to take photos during the field research process. Therefore, the researcher also involved colleagues or friends to help ensure the smooth execution of the research.

Data Analysis Techniques

The data analysis process involves several methodological stages to examine and understand the management of the website in student recruitment at MAN 4 Aceh Besar. To facilitate data analysis, the researcher will apply three main steps: data reduction, data display, and conclusion drawing/verification.

Data reduction The obtained data will be classified and organized to distinguish between relevant and irrelevant information for the research. As the time spent in the field increases, the volume of data collected becomes larger and more complex. Therefore, the researcher will group and categorize the data based on findings obtained during the research.

Data display Data display is the stage of organizing information in a structured manner to facilitate drawing conclusions and making decisions. In qualitative research, data can be presented in various forms, such as narratives from field notes, tables, graphs, or diagrams.

Conclusion drawing (verification/conclusion drawing) According to Miles and Huberman, drawing conclusions is only one part of a complete configuration of activities. In this case, the researcher will formulate conclusions based on the presented data. These conclusions are expected to answer all the questions formulated from the beginning. However, it is possible that there may be discrepancies between the research objectives and the results obtained, considering that this research is temporary and may develop alongside findings obtained during the field research process.

Data Validity Testing

To ensure the validity of the data in this study, various data validity testing methods were conducted, covering several aspects: credibility, transferability, dependability, and confirmability.

Credibility in this study, data validity is tested through data triangulation. Triangulation in testing credibility means verifying data from various sources, using various methods, and at different times. Triangulation methods include the following two types: a. Source Triangulation: Source triangulation is conducted by comparing data from various sources to assess the consistency and validity of the information obtained. In this study, source triangulation is applied by verifying data from various parties involved in recruitment website management, such as website administrators, the student recruitment committee (PPDB), the school principal, as well as prospective students and parents. b. Technical Triangulation: Technical triangulation is performed by collecting data from the same source using various methods. In this study, data was obtained through direct observation of website usage, interviews with managers and users, and documentation analysis related to the online recruitment process. This approach allows the researcher to confirm data validity from multiple perspectives.

Transferability refers to the extent to which the findings of this research can be applied to other similar situations. To guarantee transferability, the researcher will present the research results in a detailed, clear, and structured manner. An in-depth description of website management in the student recruitment process will be conveyed, covering various aspects such as challenges faced, strategies implemented, and the level of system effectiveness used. With organized presentation, this research is expected to serve as a reference for other schools or institutions planning to adopt a similar system.

Dependability refers to the level of consistency of research results if conducted by other researchers under the same conditions. This concept relates to the stability and consistency of data and research findings over time and in various specific situations. Testing data validity in the aspect of dependability aims to ensure that the results of this research are trustworthy and unaffected by unexpected changes or irrelevant factors.

Confirmability is the process of re-confirming research results by confirming findings with the parties being studied. This aspect emphasizes transparency and auditability in research. The researcher must provide complete documentation regarding every research stage, analysis procedure, and subjective factors that may influence data interpretation. Thus, readers or other researchers can understand and trace the steps taken in this research.

3. Results and Discussion

General Overview of the Research Location

The history of MAN 4 Aceh Besar began with the establishment of the Private Islamic Senior High School (Madrasah Aliyah Swasta - MAS) Tungkob in 1984, which was originally a branch of MAN Montasik. This establishment was driven by the needs of the community in Tungkob and the Darussalam District for upper-secondary education, given that the region previously only possessed educational institutions at the MI (elementary) and MTs (junior high) levels. The strategic location of Tungkob, situated in the Kopelma Darussalam area near three higher education institutions Syiah Kuala University, UIN Ar-Raniry, and Tgk. Chik Pante Kulu College was a significant consideration. Initially, the learning process took place in the MTsN Tungkob building in the afternoon. It was later moved to the MIN Tungkob building in 1990, and in 1992, the school received an addition of four classrooms from the government.

Research Findings

In this chapter, the author presents findings regarding website management in the New Student Admissions (PPDB) process at MAN 4 Aceh Besar. These findings were obtained through interviews with several sources, namely the Madrasah Principal, the Head of Administration (Tata Usaha), website management staff, and students. Additionally, the data is reinforced through direct observation and in-depth documentation. The presentation of these research results focuses on answering research questions regarding the form of website management applied in the new student recruitment process, as well as the obstacles faced and the efforts made by the madrasah in managing the website.

In this discussion section, the author analyzes the research findings by referring to relevant theories regarding website management and student recruitment. This analysis aims to assess the effectiveness and efficiency of website management in supporting the student recruitment process and in overcoming various challenges arising during its implementation. Through this approach, it is expected to obtain a comprehensive picture of the role of website management in improving the efficiency of the student admission process at MAN 4 Aceh Besar.

Website Management Applied by MAN 4 Aceh Besar in the New Student Recruitment Process

In the website management stage as part of the new student admission process at MAN 4 Aceh Besar, the researcher explored in depth various strategies applied by the madrasah to ensure the implementation of effective and efficient digital recruitment. The use of this website represents a significant innovation in supporting the digital transformation process within the madrasah environment, primarily as a response to the demands of the times requiring fast, precise, and transparent information delivery.

The data collection process focused on several indicators, beginning with the planning stage, which was carried out meticulously. At this stage, the madrasah first analyzed needs and formulated the main objectives of website development. This planning included selecting essential features to be made available, such as registration information, selection schedules, selection result announcements, and online consultation or Q&A services. In this process, various elements within the madrasah environment were involved, such as the Principal, the Head of Administration, and the website management team or IT staff, who together drafted the design and content to be published on the website.

Discussion of Research Findings

a. How Website Management is Applied by MAN 4 Aceh Besar in the New Student Recruitment Process

Based on the findings from research conducted directly at MAN 4 Aceh Besar regarding website management as a medium in the New Student Admissions (PPDB) process, the researcher concludes that this system has been implemented systematically through four main stages: planning, organizing, implementation, and evaluation of the school's PPDB website performance. This aligns with the management theory proposed by George R. Terry. Each of these stages is executed in a coordinated manner and involves all components within the madrasah, including the Madrasah Principal, the Head of Administration (Tata Usaha), and the technical website management team.

In the planning process, the madrasah first conducts a needs analysis and formulates the primary objectives of the PPDB website development. The researcher found that this planning is structured through an annual deliberation forum held at the end of every academic year. This forum serves as a space for all madrasah elements to provide input regarding required features, such as online forms, selection schedules, result announcements, and document upload services. Collaboration in this process demonstrates the active

involvement of all parties, thereby resulting in comprehensive planning that meets actual needs.

In the implementation stage, the researcher observed that the new student registration flow is conducted online through the official new student admission page of MAN 4 Aceh Besar. Prospective students are asked to fill out an online form, after which they receive a participant account used to access the entire selection process, including uploading supporting documents. In interviews with new students, they stated that this system was very helpful as it was clear and easy to use, even from their personal devices at home.

The final stage is the evaluation of the school's PPDB website performance. Based on information from the Madrasah Principal and the management team, evaluation is conducted formally at the end of every academic year to review technical constraints and user complaints. Beyond that, active communication is maintained through online groups to handle issues that arise spontaneously. This evaluation covers issues such as server performance, content update needs, and other technical problems requiring immediate resolution.

Overall, the researcher assesses that MAN 4 Aceh Besar has managed the PPDB website well. This system functions not only as a registration medium but also as part of the transformation of madrasah services towards digitalization. This success is underpinned by solid cooperation among all elements, from leadership to technical staff, as well as a commitment to improving educational service quality through technology-based innovation.

b. Constraints or Obstacles Faced in Website Management as a Student Recruitment Medium at MAN 4 Aceh Besar

Based on the findings from research conducted directly at MAN 4 Aceh Besar, the researcher concludes that the utilization of the website as the primary medium in the New Student Admissions (PPDB) process has made a significant contribution to the effectiveness of digital-based educational services. The official madrasah website is actively used to convey important information regarding registration, selection, result announcements, and other interactive services, such as online complaints and consultations. The utilization of this technology represents a form of adaptation to the demands of the digital era, while simultaneously facilitating the public in accessing information without having to be physically present at the madrasah.

In terms of infrastructure, MAN 4 Aceh Besar has provided adequate support, such as stable internet networks, computer devices, and relatively reliable external hosting. However, obstacles persist, particularly regarding server capacity and the limitations of technological devices owned by prospective students. Not all students and parents have access to adequate digital devices, so some must still come directly to the school to register.

Meanwhile, the community response regarding the use of the PPDB website has undergone significant development. At the beginning of its implementation, only a small fraction of prospective students registered online. However, over time, and through consistent socialization efforts, that number has increased drastically until all new students in the final

year registered through the online system. Although some community members still face constraints in using technology, the madrasah has provided solutions in the form of direct assistance and supporting facilities to ensure the registration process remains smooth.

Overall, this research indicates that MAN 4 Aceh Besar has demonstrated a strong commitment to implementing a technology-based PPDB system. Although there are still various constraints that need to be addressed, such as improving HR quality, strengthening infrastructure, and equalizing digital literacy, the steps taken show a positive direction of development. With continuous effort, the online PPDB system at this madrasah has great potential to become a model for effective and inclusive digital educational services

c. Efforts Made by MAN 4 Aceh Besar to Overcome Constraints Related to Website Management in the Online Student Recruitment Process

Based on the findings from research conducted directly at MAN 4 Aceh Besar, the researcher concludes that utilizing the website as a medium for online new student admission is a strategic step in welcoming the era of educational digitalization. MAN 4 Aceh Besar demonstrates seriousness in integrating information technology into the madrasah administration process, specifically in the PPDB system. The main objective of using this website is to provide ease of information access to the public, accelerate the registration process, and increase the efficiency and transparency of educational services

Observations and interviews with various parties, such as the Madrasah Principal, administration staff, website operators, and new students, reveal that although this online PPDB system is fully utilized, there are still several constraints in its implementation. Technical problems such as the site being difficult to access during high traffic, system errors, and the lack of optimization of certain features on the website are significant challenges. Furthermore, the limitations of technological devices and low digital capabilities of some prospective students and parents also influence the smoothness of this system's usage.

Furthermore, the strategy for socializing the use of the PPDB website continues to be improved by the madrasah. Information regarding online registration is disseminated through official social media, direct notification to parents, and informally through communication between residents. The increase in the number of online registrants from year to year serves as an indicator that the community is beginning to adapt to this system and showing enthusiasm for its implementation.

From these findings, it can be concluded that the management of the PPDB website at MAN 4 Aceh Besar has undergone significant development. The constraints faced do not necessarily become impediments but rather serve as a driving force for improvement and innovation. Although there are still shortcomings, such as in technical aspects and digital literacy equity, generally, this system has demonstrated its effectiveness in supporting a student recruitment process that is more modern, efficient, and accessible to the wider community.

4. Conclusions and Suggestions

Website Management in New Student Recruitment: The management of the website for new student recruitment at MAN 4 Aceh Besar is carried out comprehensively and in a structured manner. The madrasah administration strives to ensure that the system used is capable of providing ease of access and information to prospective students and parents. This website management is executed by paying attention to appropriate technical and content needs and is performed by a team possessing capabilities in the field of information technology. The management team is tasked with organizing the online registration flow, updating information, and ensuring the system runs smoothly during the registration period. Furthermore, maintenance and supervision of the website are conducted routinely so that it remains responsive and functions well. This new student recruitment website has also become one of the primary means of supporting the new student admission process so that it can be implemented effectively and efficiently.

Obstacles in Website Management: The management of the new student recruitment website at MAN 4 Aceh Besar faces a number of obstacles, both from technical and non-technical aspects. Technically, disruptions frequently occur when the website is accessed simultaneously by many users, particularly when registration opens or when selection results are announced. Additionally, available features do not yet fully support efficiency, such as the absence of an automatic scheduling system and digital exam numbering. regarding human resources, some managers have not yet mastered adequate technical skills, making it difficult to handle more complex system disruptions. Meanwhile, from the user side, the limitation of digital devices and low proficiency in using technology also serve as constraints in the online registration process. This condition underscores the need for system capacity strengthening, technical training for staff, and improved socialization and assistance for the community, so that the implementation of the online-based PPDB (New Student Admissions) can run more smoothly, efficiently, and reach all layers of users.

Efforts to Overcome Obstacles: As an effort to overcome various obstacles in the management of the PPDB website, MAN 4 Aceh Besar has implemented several strategic steps. One of these is encouraging educational staff to attend IT training organized by the Ministry of Religious Affairs to improve technical capabilities. In addition, system maintenance is carried out routinely, including feature updates, hosting service renewals, and immediate handling of technical constraints, including providing temporary alternatives if necessary. In the aspect of socialization, the madrasah actively conveys information related to online registration through social media platforms, direct communication to parents, and other informal channels. These steps have proven effective in increasing community participation in the use of the digital-based PPDB system from year to year.

Suggestions

It is recommended that the school administration continue to develop and improve the management of the website as a medium for new student recruitment, both technically and non-technically. By developing this aspect, the school can compete in this era where all aspects of education are implemented using digital technology

For future research, given that this study still possesses limitations in scope, the researcher hopes that subsequent research can explore the topic with a broader focus regarding website management in student recruitment, such as by using comparisons between schools.

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