

## ABSTRAK

**Widya Astuti Permana**, *Manajemen Rekrutmen Peserta Didik Dalam Meningkatkan Mutu Lulusan di SMP Darul Falah Cihampelas Kabupaten Bandung Barat.*

Sejak berdirinya sekolah pada tahun 1985, SMP Darul Falah Cihampelas sudah melakukan perbaikan dalam proses rekrutmen peserta didik baru yaitu dengan diterapkannya sistem seleksi secara tes, bahwa calon peserta didik yang mendaftar diwajibkan menyelesaikan tugas berupa soal-soal tes secara lisan maupun tertulis. Jika peserta didik tersebut dapat menyelesaikan suatu tugas berdasarkan kriteria tertentu yang telah ditentukan sekolah, maka peserta didik tersebut dapat diterima, begitupun sebaliknya. Upaya tersebut menarik untuk diteliti dalam proses rekrutmen peserta didik dalam meningkatkan mutu lulusan.

Tujuan penelitian ini adalah untuk mengetahui dan mendeskripsikan latar alamiah sekolah, kebijakan rekrutmen peserta didik, sistem rekrutmen peserta didik, kriteria penerimaan peserta didik baru, prosedur penerimaan peserta didik baru, faktor penunjang dan penghambat manajemen rekrutmen peserta didik, dan hasil manajemen rekrutmen peserta didik dalam meningkatkan mutu lulusan di SMP Darul Falah Cihampelas Kabupaten Bandung Barat.

Penelitian ini berdasarkan pada teori penerimaan peserta didik baru yaitu: kebijakan penerimaan peserta didik, sistem penerimaan peserta didik, kriteria penerimaan peserta didik baru, dan prosedur penerimaan peserta didik baru.

Pendekatan yang digunakan dalam penelitian ini adalah kualitatif dengan metode deskriptif. Teknik yang digunakan dalam pengumpulan data yaitu: observasi partisipasi, wawancara, dan studi dokumentasi. Analisis data dilakukan dengan kategorisasi data, penafsiran data. Adapun uji absah data dilakukan dengan perpanjangan keikutsertaan, ketekunan pengamatan, triangulasi, cek teman sejawat, analisis kasus negatif, kecukupan referensi dan uraian rinci.

Hasil penelitian ini menunjukkan bahwa, kegiatan manajemen rekrutmen peserta didik dalam meningkatkan mutu lulusan di SMP Darul Falah Cihampelas Kabupaten Bandung Barat dilakukan melalui beberapa tahapan yaitu: pertama, kebijakan rekrutmen peserta didik meliputi daya tampung kelas baru, kriteria mengenai siswa yang dapat diterima, anggaran yang tersedia, waktu pendaftaran, kapan dimulai dan kapan diakhiri. Kedua, sistem rekrutmen peserta didik meliputi cara penerimaan peserta didik baru dan alur penerimaan peserta didik baru. Ketiga, kriteria penerimaan peserta didik baru meliputi kriteria acuan patokan, kriteria acuan norma dan kriteria yang didasarkan atas daya tampung sekolah. Keempat, prosedur penerimaan peserta didik baru meliputi pembentukan panitia penerimaan peserta didik baru, rapat penerimaan peserta didik baru, pembuatan pengumuman peserta didik baru, pemasangan/pengiriman pengumuman peserta didik baru, pendaftaran peserta didik baru, seleksi peserta didik baru, rapat penentuan peserta didik yang diterima, pengumuman peserta didik yang diterima, dan pendaftaran ulang peserta didik baru. Hasil dari manajemen rekrutmen peserta didik dalam meningkatkan mutu lulusan di SMP Darul Falah Cihampelas Kabupaten Bandung Barat yaitu: mempermudah pihak sekolah dalam menentukan minat, bakat dan potensi peserta didik serta mendapatkan input yang berkualitas.

## ABSTRACT

**Widya Astuti Permana**, *Management of Student Recruitment in Improving the Quality of Graduates at Darul Falah Junior High School in Cihampelas, West Bandung Regency*

Since the establishment of the school in 1985, Darul Falah Junior High School in Cihampelas has made improvements in the process of recruiting new students by applying the selection system in a test, the prospective students who register are required to complete the task in the form of test questions orally or in writing. If these students can complete a task based on certain criteria that have been determined, then the student will be accepted, and viceversa. These efforts are interesting to study in the process of recruiting students to improve the quality of graduates.

The purpose of this study is to find out and describe the natural background of the school, the recruitment policy of students, the recruitment system of students, the acceptance criteria for new students, the admission procedures for new students, the supporting and inhibiting factors of student recruitment management, and the results of the recruitment management of students in improving the quality of graduates at Cihampelas Darul Falah Junior High School, West Bandung Regency.

This research is based on the theory of new student admissions, namely: student acceptance policy, student acceptance system, new student acceptance criteria, and new student admission procedures.

The approach used in this research was qualitative with descriptive method. The techniques used in data collection are: participant observation, interviews, and documentation studies. Data analysis was carried out by data categorization, data interpretation. The validity of the data was carried out by extension of participation, persistence of observation, triangulation, peer checking, negative case analysis, adequacy of references and detailed descriptions.

The results of this study indicate that the recruitment management activities of students in improving the quality of graduates at Darul Falah Middle School Cihampelas, West Bandung Regency are carried out through several stages: first, student recruitment policies include the capacity of new classes, criteria regarding acceptable students, budgets that available, time of registration, when it starts and when it ends. Second, the recruitment system of students includes the way new students receive and the flow of new student admissions. Third, new student admission criteria include criteria for benchmarking reference, criteria for reference norms and criteria based on school capacity. Fourth, new student admission procedures include the formation of new student admissions committees, new student admissions meetings, making new student announcements, installing / sending new student announcements, registering new students, selecting new students, meeting for determining students who accepted, announcement of students received, and re-registration of new students. The result of the students recruitment management in improving the quality of graduates at Darul Falah Junior High School in Cihampelas, West Bandung Regency, namely: facilitate the school in determining the interests, talents and potential of students and get quality input.