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Original Article

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Abstract
The educational problems faced include the low effectiveness of new student admissions in madrasah education. It is thought that the management of the student admissions program could have been more optimal due to the influence of the implementation of the new student admissions policy, which has not been optimal, resulting in the effectiveness of student admissions not being optimal. The research aims to analyze the implementation of the new student admissions policy on managing the student admissions program to realize the effectiveness of student admissions. The research method used in this research is the analytical description method using observation, survey, and documentation study techniques. The data analysis technique used to answer this research hypothesis is statistics using a path analysis model. The population and respondents for this research were 51 teaching and educational staff at Madrasah Tsanawiyah Al-Mu'awanah and Madrasah Tsanawiyah Nurul Hidayatul Iman. The results of testing the central hypothesis using path analysis testing are: "There is an influence of the implementation of the new student admissions policy on the management of the student admissions program to realize the effectiveness of student admissions." Based on the test results, the Fcount value is more significant than Ftable, namely $t_{count} = 110.4829 > t_{table} = 2.0117$. From these values, a statistical conclusion can then be obtained, namely that H0 is rejected and H1 is accepted so that the implementation variable of the new student admissions policy (X) has a positive effect on the management of the student admissions program (Y) to realize the effectiveness of student admissions (Z). The test results on the sub-hypotheses show that implementing the new student admissions policy positively and significantly affects managing the student admissions program. Student admissions program management has a positive and significant effect on the effectiveness of student admissions. Implementing the new student admissions policy has a positive and significant impact on the efficacy of student admissions.
Keywords: Policy, management, effectiveness of student admissions

1. Introduction

Education is also essential in developing human potential, both individually and in organizations, and in national life. When there is individual education, it promises personal change for a more dignified life and better opportunities to raise the standard of living in organizations and nations. One of the basic needs is education; the resources an organization has determined whether or not an organization develops, both in policy development and in policy elaboration and implementation of organizational policies.

In national and state life, the sustainability of a country depends significantly on the progress of human resources. Education is seen as a basic need of a nation. Education makes an extraordinary contribution to the existence and dynamism of the country and is a medium for the constitutional mandate and a means of building Indonesian characteristics.

The mandate of the 1945 Constitution, which is strengthened by the National Education System Law Number 20 of 2003 and stated in Article 1 paragraph (1), education is defined as a conscious and planned effort to create a learning atmosphere and learning process so that students actively develop their potential, Having religious, spiritual strength, controlling

personality, intelligence, noble morals and skills necessary for himself, society, nation and state (Kemdikbud, 2003). Then, in article 3 of the national education system law, the function of national education is explained, namely developing competence and character formation, in the framework of a dignified national civilization and culture, producing a nation that is highly dedicated and intelligent,

According to Muhibinsyah (2003:1) Education is a conscious effort to develop the potential of human resources through teaching activities. The most urgent aspect in education is learning and instruction. Learning is a relatively permanent stage of change in all individual behavior due to experience and interaction with the environment, which involves cognitive processes. Meanwhile, learning (instruction) is a process of interaction between teachers as teachers and students as students.

Thus, education is a process of mental, intellectual, and spiritual maturation, so in policy, education must be set so that society can truly feel its existence. The main element in educational success is community involvement in policy formulation.

Education is an effort to carry out the desire of the Indonesian people to excel spiritually, personally, and socially. One of the efforts to achieve educational goals is primarily determined by educational policy, be it the government (Kemendikbud or Kemenag), foundations that oversee educational institutions, or the community. Excellent and practical approaches will help accelerate efforts to achieve national education goals. Good and effective policies also need to be managed well. Without good management, the results will certainly not be visible no matter how reasonable the procedures are.

The administration of education by Article 17 (1) of the 2010 government regulations concerning the administration and delivery of education stipulates that the authority for administering the system of central, provincial, district, and city governments, education providers, and educational units is formed by the community to ensure that the educational process is in line and under national education goals.

The community forms education providers and units to ensure that the education process aligns with national education goals. In this era of globalization, various schools compete to offer their schools the best quality, demonstrated by many promotions and strategies, especially private schools, which must be of higher quality and competitive than other schools. Many private schools in various regions have been closed because they do not accept students. After all, these schools cannot maintain the quality and existence of their schools.

The school principal, as a policy maker must have the right strategy so that the steps he takes are appropriate and impact parents' interest in sending their children to the madrasa.

As is the case at Madrasah Tsanawiyah Al-Mu'awanah and Madrasah Tsanawiyah Nurul Hidayatul Iman Singajaya, Garut Regency, the lack of optimal implementation of the new student admissions policy affects the poor management of the student admissions program and impacts the effectiveness of student admissions at Madrasah Tsanawiyah Al-Mu'awanah and Madrasah Tsanawiyah Nurul Hidayatul Iman Singajaya, Garut Regency.

From the description presented in the background, the problem statement in this research can be formulated as follows. Based on temporary observations, it is clear that the effectiveness of student admissions is still not positive. This is likely due to several things, including the management of the Student Admissions Program which is not yet optimal and the implementation of the New Student Admissions Policy which has not been implemented properly.

This research aims to obtain data from respondents/data sources that are used to test and analyze problem phenomena regarding the influence of the implementation of new student admission policies on the management of student admission programs to realize the effectiveness of student admissions.

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2. Methods

The method used in this research is descriptive. The reason is to focus more on obtaining representative samples from the research population more precisely and with greater clarity on techniques or methods for collecting data and problem formulation. Variables in research are the researcher's determination of individuals, objects, and activities that constitute a uniqueness or personality that will be studied and conclusions drawn in the end. The types and sources of data for this research consist of primary and secondary data. This research uses preliminary data collected from respondents, in this case, the entire new student admissions committee, teachers, and administrative staff at Al-Mu'awanah Tsanawiyah Madrasah and Nurul Hidayatul Iman Tsanawiyah Madrasah, Singajaya District, Garut Regency. The operationalization of research variables in this study is as follows:

Table 1
Operationalization of research variables

Variable	Dimensions	Indicator
Implementation of New Student Admissions Policy (X) Mustari in Rifa'I (2018:34)	A. Principles for implementing student admissions	- Objectivity - Transparency - Accountability - Fair - Competitive
	B. Implementation schedule/time	- Registration time - Test Time - Test Results Announcement Time
	C. Requirements for prospective students	- Prospective student's age - Final diploma of prospective students
	D. Procedures for selecting prospective students	- Student Age - Selection results - Academic achievement - Non-Academic Achievement
	E. Affirmative policy	- Academic and non-academic achievements - The family's economic situation is poor - Capacity and class size
Student Admissions Program Management (Y) George R Therry (in Ripaii, 2019:53)	A. Planning (Planning)	- Determining the requirements for prospective new students. - PSB media preparation - Administrative preparation for PSB activities
	B. Organizing	- Formation of the PSB Committee - Division of Committee Duties - Formation of selection team
	C. Implementation (Actuating)	- Registration of prospective new students - Selection of prospective new students - Announcement of accepted students - Accepted Student Registration
	D. Supervision (Controlling)	- Supervision of PSB implementation - Evaluation of PSB implementation - PSB Result Report

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	A. Goals to be achieved	-	Exact program
		-	Time
		-	Goals / Targets
Effectiveness of Student Admissions	B. Clarity of strategy for achieving goals	-	General Strategy
		-	Special Strategy
(Z) Siagian in Kusumaningrum (2019:28)	C. Availability of facilities and infrastructure	-	Availability of representative facilities and infrastructure.
		-	Adequate facilities.
		-	Complete and effective equipment.
	D. Activity Funds	-	Budget resource planning;
		-	Budget allocation

The data analysis technique used to answer this research hypothesis is statistics using a path analysis model. The population and respondents for this research were 51 teaching and educational staff at Madrasah Tsanawiyah Al-Mu'awanah and Madrasah Tsanawiyah Nurul Hidayatul Iman. The results of testing the central hypothesis using path analysis testing are: "There is an influence of the implementation of the new student admissions policy on the management of the student admissions program to realize the effectiveness of student admissions."

3. Results and Discussion

The Influence of Implementing the New Student Admissions Policy (X) on the Management of the Student Admissions Program (Y)

The sub-hypothesis formulation proposed in this research is that the implementation of the new student admissions policy influences the management of the student admissions program. The path coefficient (PYX) value was 0.9267 based on the test results.

Table 1

Results of Path Coefficient Analysis of X to Y

Track	Path Coefficient Value	t_{count}	Table	Decision	Conclusion
Pyx	0.9267	17.2649	2.0117	Reject H0	Significant Influence

From these values, the decision H0 is rejected because t_{count} = 17.2649 > t_{table} = 2.0117 so it can be concluded that the implementation variable of the new student admissions policy has a positive and significant effect on the management variable of the student admissions program. The magnitude of the influence of the implementation of the new student admissions policy on the management of the student admissions program is 85.88%. In comparison, other variables not included in the model influence the remaining 14.12% (epsilon). Of the factors that have been well implemented and have an influence on the implementation of new student admission policy variables on the management of student admission programs including:

1) Basic Dimensions of Implementing Student Admissions

In the basic dimensions of implementing new student admissions, factors that influence the management of student admission programs both directly and indirectly include the items:
a) Carrying out new student admission activities objectively.
b) Carry out new student admission activities transparently.
c) Responsible for the activities of admitting new students to the community in a procedural manner.

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2) Time Dimension / Implementation Schedule

In the time/implementation schedule dimension, factors that influence the management of student admission programs both directly and indirectly include the items:

a) Determine the time for new student registration and carry it out according to what is determined.

b) Determine the time for the new student selection test and carry it out as specified. Announce new student selection tests as determined.

3) Dimensions of Requirements for Prospective New Students

In the dimensions of prospective new student requirements, factors that influence the management of student admission programs both directly and indirectly include:

a) Determining the age of prospective new students is one of the requirements for prospective students.

b) Determine the final diploma of prospective new students as one of the requirements for prospective students.

4) Dimensions of Prospective Student Selection Procedures

In the dimension of prospective student selection procedures, factors that influence the management of student admission programs both directly and indirectly include:

a) Selecting and accepting new students based on the age of prospective students.

b) Selecting and accepting new students based on madrasa selection results.

c) Selecting and accepting new students based on the academic achievements of prospective new students.

d) Selecting and accepting new students based on the non-academic achievements of prospective new students.

5) Dimensions of Affirmative Policy

In the affirmative policy dimension, factors that influence the management of student admission programs both directly and indirectly include:

a) Accepting new students based on non-academic academic achievements of at least 5% of the new students accepted.

b) Accepting new students based on the economic situation of disadvantaged families is at least 15% of the students accepted.

The Influence of Student Admissions Program Management (Y) on the Effectiveness of Student Admissions (Z)

The sub-hypothesis formulation proposed in this research is that there is an influence of student admissions program management on the effectiveness of student admissions. The path coefficient (PYZ) value was 0.4524 based on the test results.

Table 2

Results of Y to Z Path Coefficient Analysis

Track	Path Coefficient Value	t_{count}	Table	Decision	Conclusion
Pyx	0.4525	3.5162	2.0117	Reject H0	Significant Influence

From this value, the decision H_0 is rejected because $t_{count} = 3.5162 > t_{table} = 2.0117$, so it can be concluded that the student admissions program management variable has a positive and significant effect on the student admissions effectiveness variable. The influence of student admissions program management on the effectiveness of student admissions is 41.47%, while the remaining 58.53% (epsilon) is influenced by other variables not included in the model. Of the factors that have been well implemented and have an influence on student admissions program management variables on the effectiveness of student admissions, they include:

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1) Planning Dimensions (Planning)

In the planning dimension, factors that influence the effectiveness of student admissions, both directly and indirectly, include the items:
a) Determine the number of prospective new students according to the capacity of the madrasah.
b) Determine the number of prospective new students according to class size.
c) Determine the requirements for prospective new students.
d) Preparing media for new student admission activities.
e) Prepare the administration of new student admission activities.

2) Dimensions of Organization (Organizing)

In the organizing dimension, factors that influence the effectiveness of student admissions, both directly and indirectly, include the items:
a) Conduct a meeting to form the new student admissions committee.
b) Dividing the duties and authority of the new student admissions committee.
c) Form a selection team for prospective new students.
d) Determine the selection time for prospective new students.

3) Implementation Dimensions (Actuating)

In the implementation (Planning) dimension, factors that influence the effectiveness of student admissions, both directly and indirectly, include the items:
a) Determine the registration time for prospective new students.
b) Carry out registration of new students according to the specified time.
c) Carry out selection of new students by carrying out tests.
d) Carry out a selection of new students based on the age of prospective students.
e) Carry out a selection of new students based on the academic achievements of prospective students.
f) Carry out a selection of new students based on prospective students' non-academic achievements.
g) Carry out a selection of new students based on the economic situation of prospective students' poor families.
h) Determine the time of the meeting to determine accepted students.
i) Conduct meetings to determine students who are accepted on time.
j) Determine the registration date of accepted students.

4) Dimensions of Supervision (Controlling)

In the control dimension, factors that influence the effectiveness of student admissions, both directly and indirectly, include the items:
a) Supervise the implementation of new student admissions.
b) Evaluating the implementation of new student admissions.
c) Make LPJ new student admission activities.

Effect of Implementation of New Student Admissions Policy (X) on the Effectiveness of Student Admissions (Z)

The sub-hypothesis formulation proposed in this research is that there is an influence of the implementation of the new student admissions policy on the effectiveness of student admissions. The path coefficient (PXZ) value was 0.5010 based on the test results.

Table 3

Results of Path Coefficient Analysis of X to Z

Track	Path Coefficient Value	t_{count}	Table	Decision	Conclusion
Pyx	0.5010	3.8136	2.0117	Reject H_0	Significant Influence

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From these values, the decision H_0 is rejected because $t_{count} = 3.8136 > t_{table} = 2.0117$ so it can be concluded that the implementation variable of the new student admissions policy has a positive and significant effect on the effectiveness variable for student admissions. The considerable influence of implementing the new student admissions policy on the effectiveness of student admissions is 25.10%. In comparison, the remaining 74.90% (epsilon) is influenced by other variables not included in the model. Of the factors that have been well implemented and control the implementation of new student admissions policy variables on the effectiveness of student admissions, they include:

1) Dimensions of Goals to be Achieved

In the dimensions of the goals to be achieved, factors that influence the effectiveness of student admissions, both directly and indirectly, include the items:
a) Plan the right program for student admission activities
b) Plan and implement programs on time.
c) Make optimal use of working time
d) Plan programs according to activity targets.

2) Dimensions of Clarity of Goal Achievement Strategy

In the dimension of clarity of strategies for achieving goals, factors that influence the effectiveness of student acceptance, both directly and indirectly, include the items:
a) Establish cooperation with all components of society
b) Meeting infrastructure needs
c) Establish communication and approach with all parties who can work together to make the activity a success
d) PSB Program Socialization
e) Increase extracurricular activities

3) Dimensions of Availability of Infrastructure Facilities

In the dimension of availability of infrastructure, factors that influence the effectiveness of student admissions, both directly and indirectly, include the items:
a) Madrasas provide representative infrastructure for student admission program activities
b) The facilities and infrastructure provided are always used by the Madrasah optimally
c) The facilities and infrastructure provided are always used according to their function
d) Madrasas provide adequate facilities for student admission program activities
e) Madrasas provide complete equipment for activities.
f) Madrasas provide effective equipment to support activities.
g) Madrasas use infrastructure optimally.
h) Madrasas use infrastructure and activities carefully.

4) Dimensions of Activity Funds

In the activity funding dimension, factors that influence the effectiveness of student admissions, both directly and indirectly, include the items:
a) Madrasas plan budget sources for student admission activities.
b) Madrasas allocate a budget for student admission activities.
c) Madrasas use activity budgets effectively

4. Conclusion

Based on the research results and discussion, the influence of implementing the new student admissions policy on the management of the student admissions program to realize the effectiveness of student admissions can be drawn as follows. First, the implementation of the new student admissions policy at Madrasah Tsanawiyah Al-Mu'awanah and Madrasah

Tsanawiyah Nurul Hidayatul Iman, the average respondent's answer is in the Good criteria with the highest percentage found in principle dimension of implementing new student admissions on the fair indicator, precisely statement item number 5 " Carrying out new student admissions by upholding the value of justice regardless of the ethnicity of prospective students with very good criteria.

The lowest percentage is found in the principle dimension of implementing new student admissions on the fair indicator, to be precise, statement item 9: "Madrasahs implement new student admissions with selection based on competencies determined by the madrasah.", with Good criteria. Second, the management of the student admissions program has good measures. This is proven by the average of respondents' answers regarding these variables. The highest average score from the results of distributing the questionnaire was in item number 4, namely "Preparing media for new student admission activities," with very good criteria. Meanwhile, the lowest score is in item 1 with Good criteria: "Determining the number of prospective new students according to the capacity of the madrasah".

Third, the effectiveness of student admissions has Good criteria. This is proven by the average of respondents' answers regarding these variables, the highest average value from the results of distributing the questionnaire is item number 10 with the Very Good criteria, namely "Madrasah provides representative infrastructure for student admission program activities". Meanwhile, the lowest score is in item number 7, namely "Establishing communication and approaches with all parties who can work together to make the activity a success" with Good criteria.

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