Recruitmet Management of Prospective University Students through Non-SNMPTN System at Teuku Umar University

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Abstract: The purpose of this research is to find out: 1) planning of student recruitment by non-SNMPTN (annual state university entrance test) system at the Teuku Umar University of Meulaboh. 2) The implementation of student recruitment by non-SNMPTN system at the Teuku Umar University of Meulaboh. 3) Supervision of student recruitment by non-SNMPTN system at the Teuku Umar University of Meulaboh. 4) Evaluation of student recruitment by non-SNMPTN system at the Teuku Umar University of Meulaboh. This research is using the descriptive method with qualitative approach. The data collection technique is by observation, interview, and documentation study. The subjects of the research are (1) Rector of Teuku Umar University of Meulaboh, (2) Vice Rector II, (3) Head of Bureau of Academic Affairs, Student Affairs, Planning, and Cooperation, (4) Head of Student Affairs Division. The result of the research shows that: 1) Planning, implementation, supervision, and evaluation of student recruitment by non-SNMPTN system at the Teuku Umar University of Meulaboh surely had several drawbacks in handling information systems.

Keywords: recruitment management, prospective students, university entrance test.

Abstrak: Tujuan penelitian ini adalah untuk mengetahui: 1) perencanaan penerimaan mahasiswa baru dengan sistem non SNMPTN (tes tahunan masuk perguruan tinggi negeri) di Universitas Teuku Umar Meulaboh. 2) Pelaksanaan rekrutmen mahasiswa dengan sistem non SNMPTN di Universitas Teuku Umar Meulaboh. 3) Pengawasan penerimaan mahasiswa dengan sistem non SNMPTN di Universitas Teuku Umar Meulaboh. 4) Evaluasi penerimaan mahasiswa dengan sistem non SNMPTN di Universitas Teuku Umar Meulaboh. Penelitian ini menggunakan metode deskriptif dengan pendekatan kualitatif. Teknik pengumpulan data dengan observasi, wawancara, dan studi dokumentasi. Subyek penelitian ini adalah (1) Rektor Universitas Teuku Umar Meulaboh, (2) Pembantu Rektor II, (3) Kepala Biro Akademik, Kemahasiswaan, Perencanaan, dan Kerjasama, (4) Kepala Bagian Kemahasiswaan . Hasil penelitian menunjukkan bahwa: 1) Perencanaan, pelaksanaan, pengawasan, dan evaluasi penerimaan mahasiswa dengan sistem non SNMPTN di Universitas Teuku Umar Meulaboh tentunya memiliki beberapa kelemahan dalam menangani sistem informasi.

Kata kunci: menejemen perekrutan, calon siswa, tes masuk universitas.

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■ **INTRODUCTION**

A country can be seen from the aspects of human resources and natural resources, these two resources are very important to determine the success of a development, human resources can be seen from the aspect of quality and quantity, the quality of human resources without being accompanied by the quantity of the country will be a burden for national development (Badeeb, Lean, & Clark, 2017; Lenoir et.al., 2017; Venables, 2016). While the quantity of human resources is the quality of human beings related to the ability of both physical and non-physical abilities. Human resource management is the science or way of managing the relationships and roles of resources (labor) owned by individuals efficiently and effectively and can be used optimally so that goals (goals) are shared with companies, employees and the community (Kaufman, 2019; Collings, Wood, & Szamosi, 2018; Venkatesh, 2017; DeCenzo, Robbins, & Verhulst, 2016).

In accordance with the opening of the 1945 constitution the fourth paragraph, one of the goals of the Indonesian people is to educate the nation's life. The government has the role of conducting national examinations so that high-achieving students with a low economic background can also take the college admissions selection test. The role of the government in determining the method of implementing the New Student Admission Selection (PMB) appropriately will have a positive impact to support the quality of student achievement in attending the learning process in tertiary institutions (Adnot et.al., 2017; Yildirim, 2017; Masino, & Niño-Zarazúa, 2016).

Admission of new students is one main activity at a college (Kim & Jung, 2019; Bastedo et.al., 2018; Wechsler, 2017). The process of accepting new students is done routinely at the beginning of the new school year. Based on the university's value chain activities, the process of admitting new students is a logistical input to the main activities of the college. The admission selection of a univercity aims to screen prospective students who have the academic potential to attend and complete their study according to the set time limit. The admission selection at Teuku Umar University (UTU) Meulaboh is carried out through three pathways; there are SNMPTN, SBMPTN, and Independent Lines. Students who are accepted from the Mandiri Path in taking lectures are charged higher tuition than the tuition fees of students who come from the SBMPTN.

For the specified quota, it is a minimum of 30% of the total quota set by the university. Therefore there are differences in PTN entry paths between SNMPTN, and independent selection. In addition, for tuition fees for Higher Education independent pathways, there are state universities that distinguish the amount of registration fees for admission to the National pathway. As we know that tuition fees at state universities have used a single tuition system (UKT) where UKT payments are made once at the beginning of every semester. The amount is determined based on the income of their parents / guardians who bear the tuition burden of the student. Management is the process of planning, organizing, directing and supervising an organization. According to Ducker management is a prediction in which a manager in the future will be able to control both the results and the quality of human relations applied in his organization**.** Organization is the cooperation of two or more people in one coordinated condition to achieve the desired results. In an organization there are a number of people both as managers and as members, structures, goals, rules and procedures. The people who carry out this management are called managers, and those who carry out practical work are members, personnel, subordinates or followers.

Management is efforts to achieve predetermined goals by using the activities of others (Maimela & Samuel, 2016). So, the use

of all resources becomes the focus of management with the provisions must be used in line with the objectives of the management application. There are three focuses to define management; Management as an ability or expertise which subsequently becomes the forerunner of management as a profession (Pak et.al., 2016). Management of a science emphasizes attention to managerial skills and abilities that are classified as technical, human and conceptual abilities / skills management as a process that is by determining systematic and unfair steps as management activities. Management as art is reflected by the differences in a person's style in using or empowering others to achieve their goals.

Recruitment is an effort to fill free positions or jobs in an organization or company. There are two sources of labor resources; sources from outside (external) organizations or from inside (internal) organizations (Brymer et.al., 2019; Ibsen & Navrbjerg, 2019). The recruitment of human resources is a process of finding and binding the prospective workers (employees) who have the ability in accordance with the planned needs of an organization (Bhuiyan, 2019; Santos et.al., 2019; Alexandrescu, 2018). Planning is a selection or determination of organization goals includes determining the strategies, policies, programs, procedures, methods, systems, budgets and standards needed to achieve the goals. Planning can be likened to the core of management. Basicly, planning is a present decision making about something that will be worked in the future.

The main purpose of the recruitment and selection process is to get the right person for a particular position, so that the person is able to work optimal and work for the company for a long time. Although the goal sounds very simple, the process turns out to be very complex, time-consuming and costly and very open opportunities to make mistakes in determining the right person.

Error in choosing the right people has a huge impact on the company or organization. This is not only because of taking a lot of time of recruitment & selection process cost and energy, but also because of accepting the wrong person for an office will effect to the efficiency, productivity, and employee morale distruction and the people around him.

The recruitment process does not just stop becouse received a job offer. When they became employee, they need to be guided so that they can work optimally and survive for a long time. The employee must be controlled and assessed his work regularly, and given training and development. At this step the recruitment officer needs to review the methods used in recruiting and selecting employees, this is very important in order to avoid the problems that may arise after the employee hired. In the end, a good recruitment and selection strategy will provide positive results for the organization, the more effective the recruitment selection the more likely it gets the right employees for the company or organization. In addition, effective recruitment will directly affect the productivity and financial performance of the organization. Thus, the development and planning of a recruitment system is important for any organization or institution to be implemented so that the long-running and cost-effective process is not in vain. recruitment method explains the method of employee recruitment will have a big effect on the number of applications that submited to the company. The method of recruiting new prospective employees is the Closed Method and the Open Method. Closed Method; The Closed Method is where the recruitment of employees is only given to certain people. As a result, incoming applications are relatively few, so the opportunity to get good employees is difficult. Open Method ; The Open Method is when

recruitment is widely informed by placing advertisements on mass media, printed media and electronic, so that it is widely distributed to the public. With the open method it is expected that many applications will be applied so that the opportunity to get qualified employees is greater. This method is very commonly practiced by many institutions because it is considered to be more productive. This method is very likely to be implemented by universities such as Teuku Umar University Meulaboh.

In line with Law No. 20/2003 the Higher Education chosen in this analysis includes five types of institutions, namely Universities, Institutes, Colleges, Academies, and Polytechnics and detailed according to the status of the institution, namely Public and Private. The Implementation of Higher Education Based on the Law of National Education System is a state obligation to implement it and must not burden the people. This is based on the philosophy of state establishment as an effort to prosper and educate the nation's life. National Education is organized and sourced on the Pancasila and the 1945 Constitution as the constitutional foundation of the Indonesian state. Both become guidelines in making other laws, especially for the implementation of national education. In the 1945 Constitution Article 31 paragraphs 1 to 5 and Article 32 paragraphs 1 to 2 regulate the rights of Indonesian to achieve education and develop culture.

In 1983 the scholars and community leaders of West Aceh together with the government of West Aceh District pioneered the establishment of an educational foundation with the main objective of establishing a private univercity, So, in 1984 an Education Foundation namely Teungku Dirundeng Meulaboh" was established. Precisely on August 28th, 1984 the foundation was officially found with Legal Notary Act No. 45 Year 1984 by Hamonongan Silitonga.

S.H as the Notary, in Banda Aceh. This foundation dreaned to build a forum for Higher Education in West Aceh, called " Teuku Oemar Djohan Pahlawan University". These willengnese are not easy as fliping the palm of the hand. It needs serious preparation to make it become real. The initial step sought was to establish a "School of Agricultural Development" in 1984 which was followed by the establishment of the "Meulaboh Agricultural Academy".

During this time most people who live in South West Aceh region (BARSELA) for those who want to continue their education to public Universities they must go to the capital of Aceh Province, Banda Aceh City which has two State Universities Syiah Kuala University and Ar-Raniry State Islamic University, or move to Malikussaleh University, located in Lhokseumawe City. To continoue study in one of the three universities, it requires a large cost, while the economy of the people in the South West Aceh region (Barsela) has not been categorized as a developed region yet, it means that there are still many Acehnese in Bersela who live in the poverty class. So based on these considerations, the Teuku Umar Johan Pahlawan Foundation (Yapentujopah), assisted by the West Aceh District Government and the surrounding District Government decided to improve the status of Teuku Umar University become a State University.

Since the operational permit in 2006 issued, Teuku Umar University has declared itself as the Jantoeng Hatee of the South West Aceh Community. The struggle for the State Univercity continues to be campaigned. Various efforts were made both by the UTU Academic Community, Students and the West Aceh district government itself. On March 14, 2014 President Susilo Bambang Yudhoyono signed the Teuku Umar University Presidential Decree, and on April 2, 2014 at the State Palace, Jakarta the President inaugurated and handed over the Teuku Umar

University's Keppres as a State Univercity to the Mayor of West Aceh Regency HT Alaidinsyah.

Therefore, based on these problems, the authors conducted this study about the Management of New Student Recruitment through the Non-SNMPTN System at Teuku Umar Meulaboh University. The purpose of this research is to describe correctly and clearly about the Management of New Student Recruitment through the Non-SNMPTN System at Teuku Umar Meulaboh University, West Aceh, to find out: 1) Planning implemention of New Student Recruitment through the Non-SNMPTN System at Teuku Umar Meulaboh University 2) Implementation of New Student Recruitment through Non-SNMPTN System at Teuku Umar Meulaboh University 3) Supervision of New Student Recruitment through Non-SNMPTN System at Teuku Umar Meulaboh University 4) Evaluation of New Student Recruitment through Non-SNMPTN Systems at Teuku Umar Meulaboh University.

■ **METHODS**

This research uses a qualitative approach with descriptive methods. Qualitative approach is a research method used to examine natural objects, data analysis is inductive and the results emphasize on meaning than generalization. A research approach that attempts to explore real life through detailed and in-depth data collection involving various sources of information in the form of interviews, audio material, or documentationThe data in this study were collected by interview technique, documentation and observation. The data collected then analyzed using the following steps: 1.) Data reduction: at this stage, the writer collects and selects valuable data and overrides non-important data , 2) Presentation of data: in this step, the data is arranged by the writer in such a way so it

becomes an information that is presented in descriptive sentences. 3) Data verification: in this section conclusions are drawn from the data that has been analyzed so that the results of this research can be reported.

■ **RESULTS AND DISCUSSION**
New Student Recruitment Planning

Admission of new students is actually one of the activities very student settings urgent. Operational acceptance policy learners also load the system registration and selection or screening which will be applied to participants students. Apart from that the acceptance policy students also contain about time registration, when it starts and when terminated**.** Acceptance of new students is good manual or online is not merely doing selection of students to be accepted at school, but further from inside Admission of new students to the school must also pay attention and consider rights and opportunity for all students to obtain education. Therefore, acceptance new students certainly need to be supported by regulations that can become guidelines and at the same time to oversee the implementation of acceptance of new students themselves. The regulation can take the form of ministerial regulations, regulations regions or school regulations or guidelines

The recruitment of new students in every university, both private and state universities, certainly has a legal basis. Teuku Umar Meulaboh University in implementing new student recruitment system is based on Republic of Indonesia Minister Regulation No 27 Year 2017 Amendment to the Minister of Research, Technology, and Higher Education Regulation Number 126 Year 2016 about Admission of Undergraduate Students at State Universities Article 12 it says, Pattern Admission of new students independently carried out by each PTN is only done 1 (one) time in 1 (one) year besides also explained Minester

regulation Number 71 Year 2016 about the Statute of Teuku Umar Meulaboh University article 15 points 1 and 2 . Basically, every recruitment, new students must be in line on the applicable laws and regulations.

As mentioned above minister regulation is a strong foundation for universities in doing new student recruitment. For example minister regulation number 71 Year 2016 about the Teuku Umar University Statute, in the Teuku Umar University Statute mention that planning is carried out by the Teuku Umar University and the requirements for applicants in this case are prospective students that will be selected. **[16].** Before recruiting new students, preparation is needed through the recruitment system; it can obtain an achievement by Teuku Umar University which makes Teuku Umar University one of the favorite universities for prospective students in Aceh especialy.

Implementation of University Student Recruitment

The recruitment process becomes important becouse of the following activity steps: 1) Making a recruitment plan by formulating policies and must be followed in the recruitment process. (2) Developing a recruitment program detailing the activities, the methods will be used, the institutions will be involved and the recruitment implementation schedule. 3) Developing sources of candidates to be recruited, both from organizations and external sources, job placement agencies, advertisements, professional associations unions, military service, etc. 4) Coordinating the achievement of applicants. 5) Controlling of recruitment activities to ensure the success of the recruitment plan that has been made. Effective recruitment of companies is done through the needs analysis, job analysis, associations, and

selection and acceptance decisions. In the process of recruiting new students at Teuku Umar University Meulaboh, Rector also as the chair of the executive committee, Vice Rector I, Vice Rector II, Vice Rector III, and Head of Academic, Cooperation and Planning, Head of Student Affairs. In performing the process of recruitment of new students, they conduct a study on various sources of good law, Minister Regulation and regulations that serve as a reference for the implementation of new student recruitment for State Universities. The policy of the recruitment of new students has led to the achievement of the vision of Teuku Umar University to become a leader, superior and competitive university. Therefore, Teuku Umar University always consistently accepts new students who have academic abilities or students who active in extracurricular and else. The recruitment process perfomrs by Teuku Umar Meulaboh University is in accordance with the fortap determined and issued by the forum of the rector of the State University.

Supervision of Recruitment of New Students

Supervision is the activity of comparing or measuring that is being or has been implemented based on the criteria, standard norms or plans that have been set previously. Supervision or controlling is the last part of the management function carried out for determining: a) whether all activities have been able to run according to the previous plan; b) the obstacles, losses, abuse of power and authority occur, deviations and waste; c) Avoid the failures, losses, abuse of power and authority deviations, and waste and d) to improve the efficiency and effectiveness of the organization. Reports have an important role in an organization because in an organization in which relationship between superiors and subordinates is part of the success of an organization. Relationship between individuals in

an organization, superiors and subordinates, or between fellow employees with good relationship, it will be able to realize a system of delegation of authority and accountability comes true effectively and efficiently. This is not only because the recruitment & selection process, time, money and energy, but also because accepting the wrong person for a position will have an impact on efficiency, productivity, and can damage the work morale of the employee and those around him.

Evaluation of New Student Recruitment

Evaluation Context (Context), evaluation context describes the environmental conditions associated with the need for a program. This evaluation explains about program planning which must consider to several things before the program is implemented. The context assessment in this study is used to find out the unmet needs, the objectives to be achieved, and environmental conditions. Unmet needs;

The desire to improve the quality of the recruitment of new students by Teuku Umar University is the information problems that occurred in this program in the past. Many complaints about the chaos of the information system will further enhance the new student admission information system (SIRMB) through improving information will certainly have a good impact to the university. This was stated by one of the SMMPTN members who stated that the implementation of the information system that was still not good had to be improved again. Chaos schedule delays without clarity, data accuracy, passing grade limits, and announcements from existing sources. Considering the available sources in this regard, the achievements of Teuku Umar University year by year, in the selection of new students that can be utilized to succeed the implementation of the Teuku Umar University SMMPTN have considered the factors that can be used to succeed the implementation of

SMMPTN , including elements involved in the selection committee members of the Teuku Umar University SMMPTN are representatives of academic staff, staffing, finance, planning, institutions, approach, and the rector.

The rector revealed that in terms of evaluating the results of the recruitment of new students at Teuku Umar Meulaboh University, he said, "there are many positive lessons gained from the selection results of the recent admissions, and better systems need to be developed in the future, especially the integrated new admissions system. All this time the way for admission to the Strata 1 program has not yet been integrated with the path of admission of new students at this time, then the years ahead the program should be aligned, Rector of the University of Teuku Umar.

■ CONCLUSIONS

Recruitmen Planning of new students at the University of Teuku Umar Meulaboh is in line with the standards. The suitability of this standard can be seen from the implementation indicator such as: capacity and size of the class (class size), the criteria of the students, an objective application, transparent and accountable system and the existence of standard procedures applied in the admission of new students at Teuku Umar Meulaboh University. The suitability can be seen from the implementation of the indicators of the committee, the regular meetings to determine new students and the requirements, capacity, and the number of new accepted students.

The implementation of new student admissions at Teuku Umar Meulaboh University in various selection indicators of new students is catagorized to quite standard category, because it only implements three selection systems in the admission of new students namely; SNMPTN system, SBNMPTN system and, SMMPTN system. Meanwhile the indicators of the

implementation of the orientation period of students are in the standard category. Supervision admission of new students at Teuku Umar Meulaboh University is in accordance with the implementation standard of supervision indicators carried out by the certain institutions related to new student admissions activities.

Evaluation of new student admissions at Teuku Umar University has not achieved maximum standard. This can be seen on there is no evaluation activity becouse the evaluations are held out by the Chancellor.

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