



Implementation of the Educational Management Information System to Increase New Student Admissions at Mts Annajah, South Jakarta

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Abstract

This study analyzes the implementation of the education management information system (SIMDIK) in improving the process of new student admissions at MTs Annajah, South Jakarta. Information systems are essential for educational institutions, especially to improve the smooth flow of information within educational institutions, quality control, and create collaboration with other stakeholders that can increase the value of educational institutions. The background of this study is based on the need for educational institutions to adapt to the development of information technology in order to improve the quality of educational administration services, especially at the student recruitment stage. This study uses a descriptive qualitative approach with a case study method. This study aims to understand the implementation of the education management information system in improving new student admissions at MTs Annajah, South Jakarta. The method used This study uses a qualitative approach, this study involves in-depth interviews with the deputy head of the curriculum field. The results of the study indicate that the education management information system has made a significant contribution in increasing the efficiency and effectiveness of the admissions process. This system facilitates the management of prospective student data, accelerates the selection process, and increases information transparency.

Article Info

Article History:

Received June 7, 2025

Revised July 10, 2025

Accepted September 27, 2025

Available online November 10, 2025

Keyword: *Education management information system, MTs Annajah, New student admissions*

Abstrak

Penelitian ini menganalisis implementasi sistem informasi manajemen pendidikan (SIMDIK) dalam meningkatkan proses penerimaan peserta didik baru di MTs Annajah Jakarta Selatan. Sistem informasi sangat diperlukan bagi lembaga pendidikan, terutama untuk meningkatkan kelancaran arus informasi di lembaga pendidikan, pengendalian mutu dan menciptakan kerjasama dengan pemangku kepentingan lain yang dapat meningkatkan nilai lembaga pendidikan. Latar belakang penelitian ini didasarkan pada kebutuhan lembaga pendidikan untuk beradaptasi dengan perkembangan teknologi informasi guna meningkatkan kualitas layanan administrasi pendidikan, khususnya pada tahap rekrutmen siswa. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan metode studi kasus. Penelitian ini bertujuan untuk memahami implementasi sistem informasi manajemen pendidikan dalam meningkatkan penerimaan peserta didik baru di MTs Annajah Jakarta Selatan. Metode yang digunakan Penelitian ini menggunakan pendekatan kualitatif, penelitian ini melibatkan wawancara mendalam dengan wakil kepala bidang kurikulum. Hasil penelitian menunjukkan bahwa sistem

informasi manajemen pendidikan telah memberikan kontribusi signifikan dalam meningkatkan efisiensi dan efektivitas proses penerimaan. Sistem ini memudahkan pengelolaan data calon peserta didik, mempercepat proses seleksi, dan meningkatkan transparansi informasi.

INTRODUCTION

The development of information technology, particularly the internet, has been welcomed by all groups, including those in education. Due to the rapid changes of globalization, information is now readily available. Advances in science and technology have made it easier to obtain information quickly, impacting current Indonesian educational services, particularly the numerous methods needed in various educational institutions and the information systems that support them. Communication within an educational institution is crucial for managing information (Rochaety, 2009). Information systems are absolutely necessary to meet the basic daily needs of all levels of society, from the lower classes with low economic standards and education to the upper classes with high economic standards and education. The higher their information needs, the greater their need for information (Lipusari, 2013).

Information education institutions are a very important obligation to help schools in improving the smoothness of communication networks both internally and externally to establish good cooperation with other parties and thus improve the progress of the school's image. The rise in educational institutions in the future requires an information system that functions not only as a supporting tool, but more plays a role as a primary reference to encourage the success of the world of education so that it can compete in education globally (Ismail, 2017).

The system can be interpreted as a collection of elements in the form of data, networks, work from interconnected procedures, human resources, technology both hardware and software that interact with each other as a whole to achieve certain goals/targets for the same (Hamidin, 2017). According to Ais Zakiyudin in his book, the educational management information system is a management information system that describes the availability of a series of data that is complete enough to be stored in order to provide information to support operations, management, and decision making in an organization (Zakiyudin, 2011).

Based on the definition of experts, it can be concluded that a management information system is a system designed to provide information to support decision making in management activities within an organization. By referring to the definition of an educational management information system, it can be concluded that the concept of a management information system has several characteristics, namely: An organization has an educational management information system (Adisel, 2019). The educational management system is a network of data and information from every part of the organization, the most important of which is the Educational Management Information System. The management information system is all processes that include data collection, data processing, data storage, data retrieval and dissemination of information quickly and accurately (Suryadi, 2011). Management of information systems used by Educational Institutions to facilitate the administrative processes of the Institution.

The scope of the Education Management information system includes: 1) Connections and settings including School identity; academic year settings; curriculum settings; database connections. 2) Student management including biodata management; scholarships; disciplinary cases; health data; examination data; achievements; student transfers; and alumni data management. 3) Academic management including periodic exam result reports; KTSP score data; KBK score data; absence data; guidance data; lesson plans. 4) Teacher and Employee Management including Teacher and Employee Biodata Management; Education History; Additional Education. 5) Financial Management including management of education fee payments, BOS fund administration and use of additional fees. 6) Library management including book management; membership and borrower status; stock inventory; book return recap. 7) Reporting including student reporting (Student ID, health, scholarships, cases and guidance); Teacher and employee reporting (Employee ID, teaching field, lesson plan).

Furthermore, the principal's role is crucial in management, including providing specific strategies to facilitate educators, teaching staff, and students (Portugal, 1994). Education encompasses various aspects, from administration and human resources to finance and infrastructure, which are the primary components of educational institutions. One of these key

components is the number of students. The more students, the higher the quality. This automatically impacts student admissions and the educational management information system.

Some previous studies related to the use of information systems in educational institutions include research by Taufik Hidayat, et al., who studied the online website-based new student admissions information system, where this study was about the results of the analysis of findings in schools that utilize websites in accepting new students (Hidayat, 2010). Another study by Triani Amrih Lestari conducted research on strategies for developing academic information systems in an effort to improve the quality of education. The results of the research analysis were about efforts to improve the quality of schools related to administration, work procedures and value input by utilizing information systems on websites and can be accessed online. Ismail La Ode's research on the application of Educational Management information systems in the learning process in junior high schools, which showed the results of the analysis that the application of online information systems can help the implementation of the learning process which includes subject scheduling, information about student grades, and extracurricular activities (Ismail & La, 2017).

METHODS

This study uses a qualitative approach by conducting in-depth interviews with the deputy head of curriculum as the new student admission committee of MTs Annajah South Jakarta to gain an understanding of how the education management information system has influenced the efficiency and effectiveness of the new student admission process, starting from the registration stage to the announcement of the selection results.

Based on several literature reviews, previous research relevant to this study concerns the use of educational management information systems in educational institutions, which aim to facilitate access by educators, staff, and students to academic and administrative information. Therefore, this study will analyze how educational management information systems improve student enrollment at MTs Annajah, South Jakarta.

RESULTS AND DISCUSSION

1. Educational Management Information System in Increasing New Student Admissions at MTs Annajah

The Education Management Information System (SIMDIK) has transformed into the operational backbone of many educational institutions, not just an administrative support tool. More broadly, SIMDIK serves as an integrated platform for managing school data, resources, and public services. The use of information technology, particularly through integrated websites and applications, enables schools to achieve higher standards of efficiency. This integration is crucial for the New Student Admissions (PPDB) function, which is the main gateway to an institution's sustainability and growth.

In today's digital era, the student recruitment process is no longer limited to conventional methods based on physical forms. Adopting online PPDB has become a mandatory requirement for educational institutions seeking to increase their competitiveness and geographic reach. This online registration system allows schools to process registrations in real time, ensures data transparency, and facilitates rapid communication between schools and prospective students. The primary benefit of this system is its ability to expand access to registration information to a wider area, ultimately potentially attracting prospective students from various regions without requiring physical attendance.

Therefore, the successful implementation of SIMDIK in the PPDB process is a crucial indicator in assessing an educational institution's readiness to adapt to the demands of the times. SIMDIK not only simplifies workflows but also serves as a platform for school outreach and branding through integrated digital channels (such as social media and websites). The success of new student admissions depends heavily on how effectively this information system

is managed and utilized to disseminate information, facilitate registration, and monitor each selection stage centrally and accurately.

Based on the results of an interview with Mrs. Siti Nurfadila as the deputy head of the Curriculum division of MTS Annajah South Jakarta on March 15, 2024, it was stated that, "This is the time for us to look for new students, so we now have one door, all at the Foundation, handled by the foundation to open or create a website, which we integrate with our own website. so when visiting the website, not only is there information, but there is also a page for PPDB, we have collaborated with our foundation vendors, so all from Playgroup, TK, SD, MTS and MA units are all one registration door. And there we also socialize and distribute widely through our social media such as YouTube, Instagram, and the flyers that we made. And we also put advertisements on billboards. Those are our ways to socialize or make our PPDB a success in 2024/2025. So everything is technologically advanced, we can directly scan the barcode to get the link, so there is no need to retype it. It's like "It's more efficient, and the number of applications we can access is wider. Yesterday, we had applicants from Bengkulu, Surabaya, and Yogyakarta, all because they learned about it from the website. And word of mouth also helps make the PPDB process a success. With this information system, we can attract more new students to register at this school without having to come to the school. So, you can come from anywhere and follow the steps on our website at <https://ppdb.annajah-jkt.sch.id>."

In accordance with the explanation above, in increasing the acceptance of new students at Mts Annajah, the information system used is a website managed by the foundation where visitors not only get information, but there are also pages for PPDB, both PPDB Playgroup, TK, SD, MTS or MA at the Foundation. In addition, the school also socializes and disseminates it widely through its social media such as YouTube, Instagram, also with the flyers they create and place advertisements on billboards. With this information system, it can attract more new students who want to register to the school without having to come to the school. So, they can come from anywhere just by following the steps on the available website.

The PPDB website makes PPDB services easier, faster, and more accurate. The following are the benefits of using a management information system for PPDB at Mts Annajah:

- Simplifies new student registration.
- Facilitates access to new student admissions information.
- Registration becomes more orderly and easier to monitor.

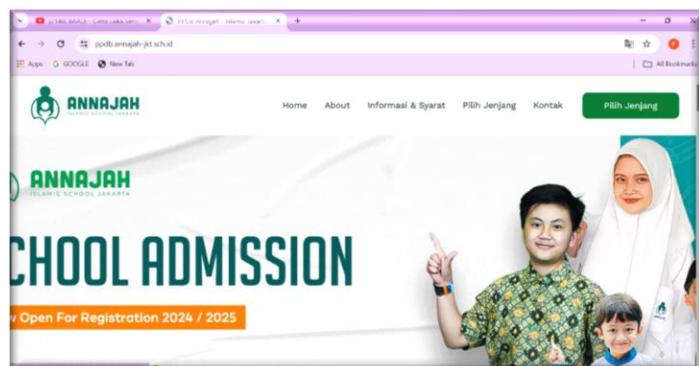


Figure 1. Annajah Website



Figure 2. Instagram MTs Annajah



Figure 3. PPDB Flyer

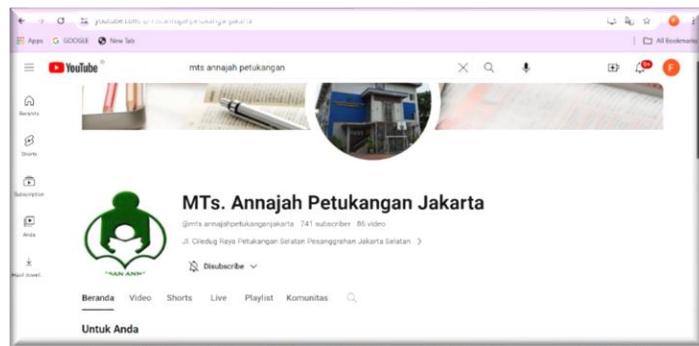


Figure 4. YouTube MTs Annajah

2. Implementation of the New Student Admission Wave at MTs Annajah

The New Student Admissions (PPDB) strategy based on time waves is a common marketing and operational tactic, particularly by private schools. The implementation of this wave system serves two purposes: as a tool to manage the flow of applicants to prevent a backlog at the end of the period, and as a marketing tool to encourage prospective students and parents to make decisions quickly. By setting clear and specific deadlines, schools can create an effective sense of urgency in the recruitment process.

The timing of the application waves is usually based on the school's strategic objectives. Private schools focused on improving quality and branding tend to open waves earlier, even before the start of the PPDB for public schools. This early period, often called the Priority Wave or Early Wave, is intended to attract applicants who have made the school their first choice. Applicants in this wave are generally those who have conducted in-depth research and are confident in the school's vision, mission, and offerings.

The strategy of limiting the number of waves is also a crucial tactical decision. Schools seeking to build an image as a top-choice school, rather than simply a backup (alternative), often limit enrollment to two waves or even fewer. The decision not to open a third wave (which typically falls after the announcement of the public school PPDB) demonstrates the institution's commitment to attracting qualified applicants who have definitively made their choices. This implicitly conveys the message that the school has strong appeal and that quotas are quickly filled.

Operationally, the wave system offers significant benefits in resource planning. With a time lag between waves, the administration and curriculum teams can conduct data validation, selection, and schedule orientation activities in a more structured manner. Early

payment also helps schools prepare the operational budget for the following academic year, ensuring the availability of adequate facilities and infrastructure before teaching and learning activities begin. This careful planning will directly impact the quality of service received by new students.

The implementation of the wave system, combined with the utilization of the Education Management Information System (SIMDIK), as discussed in this context, creates a highly efficient and service-oriented PPDB process. Information regarding deadlines, requirements, and registration benefits for each wave can be disseminated widely and transparently through digital platforms. Transparency of information and excellent service to prospective applicants, especially in the initial wave, are crucial because positive feedback from parents of early applicants can be the most effective and authentic word-of-mouth promotion.

Therefore, MTs Annajah's decision to limit registration to two waves and begin in November reflects not only a technical schedule but also a clear positioning strategy. This strategy emphasizes that the school strives to be a primary educational destination (rather than a secondary alternative), attracting committed students, and ensuring excellent service quality from the initial registration stage.

Based on the results of an interview with Mrs. Siti Nurfadila as the deputy head of the Curriculum division of MTS Annajah South Jakarta on March 15, 2024, it was stated that, "For the waves, because we are a private school, we have been open since last November. We opened in 2 waves, the first in November to January, the second in February to April. We are sufficient in 2 waves because we want our school not to be an alternative, but a choice. Because if the 3rd wave is on average they have registered at a public school but are not accepted and then apply to a private school. so we don't want that to happen. so we also here have been very service and a lot of feedback they get if they go to school here".

As explained above, MTs Annajah only has two registration periods. The first is from November to January, and the second is from February to April. So, each period lasts only three months.

MTs Annajah's strategic decision to limit the New Student Admissions (PPDB) process to only two waves (November–January and February–April) aligns fully with the theoretical framework of private schools seeking to avoid the "alternative school" label. Closing registration before the crucial public school announcement period (usually May/June) is a tactical move that reinforces the image of a top-choice school. This demonstrates the school's willingness to contribute potential applicants in the final wave in order to attract prospective students who demonstrate a strong sense of commitment and belonging from the outset.

The implementation of two three-month waves also provided significant operational efficiencies. The time lag between the end of Wave I (January) and the beginning of Wave II (February), as well as the total closure in April, allowed the administration and curriculum teams to process data, finalize selections, and prepare classes without rushing. Furthermore, registrations and payments received starting in November (well before the new school year) helped schools with early cash flow planning, which is crucial for ensuring the availability of quality facilities and infrastructure before new students arrived.

A statement from the Deputy Head of Curriculum, emphasizing that "we also provide excellent service and a lot of feedback from students attending this school," demonstrates that the wave strategy isn't just about deadlines, but also about the customer experience. The school uses this wave period to provide excellent service to early applicants. This quality of service and positive feedback then serve as authentic and effective word-of-mouth promotion, supporting the school's branding efforts as a caring and well-managed institution.

Overall, the implementation of the two-wave strategy at MTs Annajah demonstrates a clear market positioning strategy. By leveraging SIMDIK for information transparency and setting strict deadlines, the school successfully created a sense of urgency that encouraged

applicant commitment, while maintaining service quality through quota control. The strategy's success lies in the synergy between the selective enrollment period policy and the school's commitment to quality and service, which collectively position MTs Annajah as a top choice on the education landscape in South Jakarta.

3. Mts Annajah New Student Admission Target

Setting New Student Admissions (PPDB) targets is a strategic management decision fundamental to the sustainability of an educational institution. Admission targets should not be based solely on the desire to increase student numbers, but must be firmly anchored by the school's physical capacity and commitment to quality. For private schools, setting class size targets (for example, five classes per grade level) reflects careful consideration of available space, supporting facilities, and human resource capabilities.

The decision to limit quotas is crucial because it directly impacts the quality of learning. If student numbers exceed capacity, the teacher-student ratio will deteriorate, which in turn can reduce the effectiveness of the teaching and learning process and individual attention to students. Therefore, targets aligned with available facilities and infrastructure demonstrate responsible resource management practices, ensuring that every new student admitted can enjoy an optimal and uncrowded learning environment.

In the digital era, successful student recruitment demands a hybrid strategy that integrates technological efficiency with a personal touch. While the Education Management Information System (SIMDIK), through its website and online platforms, can expand enrollment reach geographically, these efforts need to be supported by direct interaction. This hybrid strategy combines a digital approach for data efficiency with a community-based outreach approach to build trust and brand awareness.

Community-based outreach activities are at the core of this non-digital strategy. Activities such as seminars, sports competitions, or arts and cultural events serve not only as promotional opportunities but also as a physical showcase where prospective students and parents can experience the school's culture, ethos, and non-academic excellence firsthand. The school's active participation in public activities demonstrates the institution's role as an integral part of the local community.

Based on the results of an interview with Mrs. Siti Nurfadila as the deputy head of the Curriculum division of MTS Annajah South Jakarta on March 15, 2024, it was stated that, "For applicants there is a target of 5 classes, due to the location and space available only 15 classes, then for the levels are still in 5 classes. For applicants until now (March 15, 2024) there are already around 100 people registered. so hopefully everyone can continue the process until they become our students and that is all our hard work. So not only the information system, we also create many ways or activities that invite the local community or socialize our activities. so besides digitally, we have held parenting seminars, we have held Annajah sports and great competitions so that the public knows about us".

In accordance with the explanation above, the target for accepting new students at MTs Annajah is adjusted to the available facilities and infrastructure, namely there are only 5 classes per level.

MTs Annajah's decision to limit new student admissions to five classes per grade is a strong indication of quality-based management, not quantity. This limit ensures the school can maintain an ideal teacher-to-student ratio. A controlled ratio is crucial for creating an optimal learning environment, where teachers can provide more personalized attention, monitor individual student progress, and implement more interactive and in-depth teaching methods. This limitation directly contributes to improving the quality of graduate output.

This strategy of setting targets based on physical capacity demonstrates a realistic and responsible approach. When market demand (number of applicants) is high, limiting quotas serves as a natural selection tool that encourages healthy competition among prospective students. Schools don't simply admit students to fill seats, but rather select applicants who best

align with the institution's profile and values. This balance helps maintain a conducive academic environment that meets the standards of existing facilities, avoiding overcrowding that can reduce the comfort and effectiveness of the teaching and learning process.

Strategically, limiting the quota also plays a role in enhancing the school's branding. By keeping the number of students exclusive and aligned with capacity, MTs Annajah positions itself as a selective and well-managed institution. This sends a message to the public that places at MTs Annajah are precious and limited, which indirectly increases the perceived value of the education offered, in contrast to schools that accept students without strict limits.

Quota restrictions also impact how hybrid recruitment strategies (a combination of online and outreach) are executed. Due to limited quotas, the focus of marketing strategies is no longer simply seeking a large number of applicants, but rather finding the right applicants. Outreach activities such as parenting seminars and competitions are more focused on attracting potential students who align with the school's values and needs. The information system (SIMDIK) is then tasked with accommodating and processing applicants who are serious and meet the strict selection criteria.

This limited quota also underpins the school's strategic decision to limit the registration period to just two waves. With limited quota, prospective applicants are encouraged to register early and complete the selection process in the first wave. If the quota is met in both waves, the school's goal of becoming the primary choice—rather than a third-place alternative—will be achieved. This demonstrates a strong synergy between capacity management, marketing strategy, and admissions policy.

Another operational benefit of establishing clear quotas is the ease of forecasting and planning resources for the upcoming school year. By knowing the exact number of students to be admitted, the school management team can budget for textbook procurement, teacher allocation, lesson schedules, and the preparation of other supporting facilities well before the new school year begins. This accurate planning is key to providing seamless, high-quality service to new students from their first day at school.

4. MTs Annajah New Student Admission Process

The New Student Admissions (PPDB) process has undergone significant transformation with the adoption of information technology. The implementation of an online registration system is now the operational standard, prioritizing efficiency and accessibility. This model allows prospective students and their parents to complete initial administrative steps, from account creation and biographical data entry to document upload, without having to physically attend school. The advantage of the online process lies in its ability to simplify workflows, reduce bureaucracy, and reach applicants from a wider geographic area.

An effective online PPDB system functions not only as a digital form but also as an integrated workflow. After applicants complete the administration and payment stages, the system should facilitate the next selection process. This often involves document verification by the administration team before applicants are allowed to proceed to more substantive stages, such as academic testing, potential testing, or interviews. This integration ensures that only applicants who meet the initial requirements are processed further, saving schools time and resources.

A crucial aspect of the efficiency of online PPDB is the integration of payment systems. The use of virtual accounts (VA) in collaboration with banking institutions represents a significant advancement in school financial management. VAs provide a unique code for each applicant's transaction, allowing the system to automatically reconcile payments with applicant identities in real time. This model eliminates the need for time-consuming manual validation and increases accountability and transparency in school funding receipts.

To encourage applicants to complete the process quickly and reach their quota targets, private schools often implement various incentive strategies and fee discounts. These incentives are typically based on two criteria: payment time and student

achievement/affiliation. Time incentives, such as cashback or discounts for early payment, are designed to accelerate cash flow and ensure quotas are met early.

In addition to time incentives, schools also use tuition discounts as a tool to attract high-quality students and strengthen community loyalty. Incentives based on achievement (e.g., Quran memorization or parallel rankings) serve as a selective tuition strategy, attracting students with high academic and non-academic potential. Meanwhile, tuition discounts for children of alumni or graduates of schools from the same foundation (affiliated) are aimed at strengthening community ties and school brand loyalty.

The overall incentive policy and selection process implemented should be part of a continuous evaluation cycle. Schools regularly evaluate the effectiveness of each incentive (which is most successful in attracting targeted applicants) and measure the correlation between student input and the potential for high-quality graduates. The philosophy behind this complex system is the belief that by accepting good input (students) through a smart selection and incentive process, the school's output (graduates) will be increasingly superior.

Based on the results of an interview with Mrs. Siti Nurfadila as the deputy head of the Curriculum division of MTS Annajah South Jakarta on March 15, 2024, it was stated that, "For the admission process, it prioritizes online because we have built a website where everyone can enter. Just click create an account, after creating an account, prospective students can input their name, basic biodata, then the next step is the registration fee. So after that, the registration fee is uploaded and later the team or admin will approve or admit the student in the study admit then the student can proceed to the next step to follow or upload the requested files. After that, the school contacts the parents concerned to attend on the specified date and time for the interview and written test. Then within a maximum of one week we provide or we inform the acceptance whether or not based on the results of the test. If declared accepted, the parents can proceed to pay the initial fee, payment by transfer for the initial fee. We have provided a virtual account to be able to pay the initial fee. So we also collaborate with banks to relate the acceptance of new students through the information system. "So there's a vendor from the website developer, then there's also a vendor from the bank related to the payment administration. Once completed, we give a repayment period, if they can pay within the given deadline, we will provide cashback. So there are many doors to get discounts, in addition to paying on time, we can also give discounts if they memorize at least 5 juz of the Quran, we give discounts for parallel rankings, if they are children of our alumni also get discounts. We continue to evaluate so that we can reach more people to enter here and of course increase the potential of our graduates. Also, if we receive good input, the output can be better."

As explained above, the new student admission process at MTS Annajah prioritizes online access because An-Najah already has a website where anyone can access it. In addition to collaborating with its website developer, MTS Annajah has also partnered with banks to manage the new student admissions system. At MTS Annajah, there are several ways to receive a tuition discount, including:

- a. Graduates of SD Islam Annajah
 - 1) Enrolling in Wave I receives a 25% discount.
 - 2) Enrolling in Wave II receives a 15% discount.
 - 3) Rankings I, II, and III parallel (minimum semester 1 of grade 6) receive a 40% discount.
- b. Non-SD Islam Annajah
 - 1) If the initial fee is paid within the specified time limit, the school will provide cashback of IDR 500,000.
 - 2) If you have memorized at least 5 juz of the Quran and are the son/daughter of an Annajah alumni or have a relative attending Annajah, the school will provide a discount of IDR 1,500,000.

3) Parallel rankings I, II, and III (at least the first semester of grade 6) receive a 15% discount.

The following is financing information at Mts Annajah:

Table 1. Financing information at Mts Annajah

| | | |
|-----------|---|--------------------|
| A. | Registration Form | Rp. 200,000 |
| B. | Entry Tuition Fee | |
| 1. | Rp. 17,185,000 (SDI/MI OUTSIDE) | |
| 2. | Rp. 12,900,000 (SDI Annajah Wave 1) | |
| 3. | Rp. 14,610,000 (SDI Annajah Wave 2) | |
| C. | Monthly tuition fee of Rp. 1,100,000 (valid for 3 years) | |

New Student Admissions (PPDB) is the primary gateway for school operations and the first point of contact that shapes public perception of the institution. In the modern context, the PPDB process has undergone a radical transformation from a manual, paper-based method to a fully digital and online system. This change is driven by the urgent need to increase efficiency, transparency, and service reach. By moving the entire registration process to a digital platform, schools are able to accommodate applicants without geographical limitations.

The school's official website now serves as more than just a bulletin board; it has become the Administrative Command Center for the PPDB (Enrollment Admissions) process. The website must be designed to be easily accessible and intuitive, guiding prospective applicants through each stage of the process independently. It must present comprehensive information—from requirements and the admissions schedule to registration fees. An integrated website ensures that every applicant receives consistent and valid information, which is key to maintaining transparency throughout the process.

The first step in online PPDB is account creation. This process is crucial for creating a unique digital identity for each prospective applicant, allowing for real-time tracking of application status. After account creation, the next critical step is payment of the application fee. This payment serves as the applicant's initial commitment. An effective system must be able to verify payment (via a virtual account or bank transfer confirmed by uploading proof) before granting access to more in-depth data entry steps.

After the registration fee has been validated by the administrator, prospective students proceed to the online registration form. This stage requires high data accuracy, as the inputted information (such as NISN, name, and family details) often forms the basis for reporting to the Education Office. Therefore, the system must have a feature that ensures data completeness before the form can be submitted. The requirement to digitally upload required documents (such as Family Cards and Birth Certificates) further integrates the system, reducing the need for initial physical document collection.

The post-administrative selection process typically involves a written test and an interview, aimed at assessing students' academic potential, personality, and readiness. Although the registration process is conducted online, the test often requires physical attendance. Therefore, the online PPDB system must function as a scheduling and communication platform, with test schedules communicated personally to each applicant, usually after the committee team has verified and validated the uploaded documents.

The culmination of the entire online process is the announcement of the selection results. The sophisticated PPDB system allows participants to view their results confidentially through their individual accounts, ensuring privacy and ease of access. If accepted, the next step is re-registration, which must also be facilitated online. This includes uploading final re-registration documents and, most importantly, completing the initial fee payment.

The success of online PPDB (Admissions for Pre-School Students) relies heavily on seamless payment integration. Modern schools often partner with banks to provide virtual accounts or payment gateways. This feature not only expedites the initial fee payment process but also simplifies financial reporting. Furthermore, the registration system must be able to manage complex incentive policies (such as achievement fee discounts or cashback for early repayment), reflecting the school's strategy for attracting high-quality student input.

All steps in the PPDB system are designed to ensure accountability and commitment from applicants. With registration fees, mandatory document uploads, and signed declarations, schools strive to minimize the number of unscrupulous applicants. This principle concludes with a firm policy that application documents cannot be withdrawn once submitted, affirming prospective students' financial and psychological commitment to their chosen school.

The steps for new student admission (PPDB) at MTs Annajah are as follows:

- a. Open the website <https://ppdb.annajah-ikt.sch.id>
- b. Select the desired unit level (Annajah Middle School) and click "Register Now."
- c. Create an account by entering the student's name, parent's mobile number, National Student Identification Number (NISN), and create a free 8-digit password.
- d. Transfer the Rp 200,000 registration fee to BSI Bank account number 7220650957 in the name of ANNAJAH PPDB.
- e. Log in using the NISN and password you created earlier.
- f. Select the payment menu to upload proof of payment for the form.
- g. Confirm with the MTs Annajah PPDB admin via WhatsApp at 089510847648.
- h. Await verification from the MTs Annajah PPDB admin.
- i. Prepare the registration requirements (family card, birth certificate, National Student Identification Number).
- j. Complete the online registration form completely and accurately. **(This data will be sent to the Education Office)*
- k. Add academic and non-academic achievements specifically for the achievement pathway.
- l. Upload required documents **(mandatory)*.
- m. Print proof of registration.
- n. The PPDB committee will verify the MTs Annajah entrance exam schedule.
- o. Students will attend the exam with printed proof of registration and the required documents (copy/printout of the National Student Identification Number, birth certificate and family card, and a downloaded and signed statement letter from the prospective student and parents with a 10,000 rupiah stamp).
- p. The online selection results can be viewed on each participant's account.
- q. Accepted participants can re-register online through their respective accounts.
- r. Prospective students who have registered cannot withdraw their registration for any reason.

Conclusion

To increase new student admissions at Mts Annajah, the information system used is a website managed by the foundation. Visiting the website not only provides information but also provides pages for PPDB (Enrollment Registration), including for Playgroup, Kindergarten, Elementary School, MTS, and MA at the Foundation. Furthermore, the school promotes and disseminates information widely through social media platforms such as YouTube and Instagram, as well as through flyers and billboard advertisements. This information system allows for greater reach of new students who wish to enroll without having to come to the school. Students can come from anywhere by simply following the steps on the website.

MTs Annajah only opens two enrollment periods: the first from November to January, and the second from February to April. Each enrollment period lasts three months. The target

number of new students at MTs Annajah is adjusted to the available facilities and infrastructure, with only five classes per level.

The new student admission process at MTs Annajah prioritizes online learning because An-Najah already has a website where anyone can access it. In addition to collaborating with its website developer, MTs Annajah has also partnered with banks to manage the new student admissions system. MTs Annajah also offers numerous ways to obtain tuition discounts.

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