



## **INNOVATION IN NEW STUDENT ADMISSION MANAGEMENT BASED ON INFORMATION TECHNOLOGY AND PAID PROMOTION AT AS-SYIFA BOARDING SCHOOL, SUBANG**

Feri Rustandi<sup>1</sup>, Dul Wahid<sup>2</sup>, M. Zein Fitri<sup>3</sup>, Badrudin<sup>4</sup>

As-Syifa College of Quranic Sciences, Subang<sup>1</sup>

Al-Amin College of Education (STIT) Indramayu<sup>2</sup>

Siliwangi College of Islamic Studies, Bandung<sup>3</sup>

Sunan Gunung Djati State Islamic University, Bandung<sup>4</sup>

[ferirustandi@stiq.assyifa.ac.id](mailto:ferirustandi@stiq.assyifa.ac.id)<sup>1</sup>, [dulwahid@stitalaminindramayu.ac.id](mailto:dulwahid@stitalaminindramayu.ac.id)<sup>2</sup>,

[alfitri@stai-siliwangi.ac.id](mailto:alfitri@stai-siliwangi.ac.id)<sup>3</sup>, [dr.badrudin@uinsgd.id](mailto:dr.badrudin@uinsgd.id)<sup>4</sup>

### **Abstract:**

This study aims to analyze the innovation in New Student Admission Management (PPDB) at As-Syifa Boarding School Subang. The research focuses on the application of information technology and digital systems as modern approaches to the PPDB process. The utilization of technology has proven to enhance the efficiency of the admission process by saving time and resources while reducing the risk of manual errors. Furthermore, improved transparency and accessibility at every stage of the admission process have been achieved, offering a more positive experience for prospective students and their parents. To reach prospective students from various regions across Indonesia and even abroad, As-Syifa effectively implements paid promotion strategies. Promotions are conducted through various popular social media platforms. Creative promotional content successfully captures the attention of the target audience. This strategy is supported by local and international networks, broadening the scope of promotion and strengthening the institution's image. A rigorous selection process is applied to ensure that only students meeting high passing scores are admitted, with consideration of academic achievements, character values, and leadership potential. This study concludes that innovations in PPDB management, through the use of information technology and effective promotional strategies, have a significant impact on improving the quality of prospective student admissions.

**Keywords :** *PPDB Management, Educational Innovation, Information Technology, Paid Promotion Strategy*

### **INTRODUCTION**

One of the strategic steps in determining the quality of education in formal institutions is the New Student Admission (PPDB) process. In today's digital era, managing PPDB has become increasingly challenging. With the advancement of information technology and the intense competition among educational institutions, there is a constant need for innovation to ensure that institutions can

attract the best students and maintain a positive image.

The increasing expectations of parents and prospective students regarding transparency, ease of access, and efficiency in the PPDB process present a major challenge. Research by Sukriadi et al. shows that web-based systems can expedite the registration process, but many schools still struggle to implement this technology effectively (Sukriadi, Irma, & Ansar, 2023). Amid the abundance of digital platforms today, educational institutions must be able to compete in capturing the public's attention by using effective promotional strategies.

Innovation in PPDB management is crucial for administrative efficiency and the institution's ability to produce high-quality prospective students. In addition to academic achievements, outstanding students are assessed based on their character, abilities, and preparedness to face global challenges. Therefore, a strategic approach to expand reach and attract quality students involves integrating information technology with paid promotion strategies, which are considered faster and more targeted, although they require substantial investment.

As an Islamic-based educational institution, As-Syifa Boarding School Subang, which oversees both junior and senior high school levels with a total of 8 branches and a capacity of around 1,928 students spread across 4 campuses, certainly faces unique and significant challenges in the PPDB process. To achieve its vision of shaping a visionary generation toward a Rabani civilization, the school must be able to attract students from diverse backgrounds and regions, even from across the world. According to Gozali (2024), the chairman of the PPDB committee at As-Syifa Boarding School, nearly 80% of applicants or students come from outside Subang. However, due to geographical challenges and the increasing competition among schools, particularly among Islamic boarding schools across Indonesia, innovation is crucial and decisive in the PPDB strategy.

(Yunandar, Isjoni, & Chairilisyah, 2022) This strategy targets students more specifically based on demographics, interests, and location. Such an approach can enhance the appeal of As-Syifa Boarding School and strengthen its reputation as a quality Islamic educational institution.

Previous studies have shown that there are many ways to manage New Student Admission (PPDB). In a study conducted by (Zachrofi, Fatimah, & Munthe, 2021), the traditional public relations management strategy at MTs Al-Washliyah Simpang Marbau emphasized local community involvement through activities conducted manually, without incorporating modern technology. (Farozi, Abdullah, & Soedjono, 2023b) investigated the use of social media to promote PPDB at SMK Negeri 1 Kandeman Batang. However, this study only discussed the use of social media without addressing paid promotion or data-driven management systems. Additionally, (Nurkia, 2022) developed a web-based PPDB system that focused on technical functionality but did not explore integrated digital promotion strategies.

Previous studies have identified several gaps that remain unaddressed. While manual or partial promotion approaches are still the most common, the integration of information technology with paid digital promotion has not been thoroughly explored. (Zachrofi et al., 2021). Additionally, although online PPDB systems have been discussed, there has been limited research on the relationship between information technology, contemporary promotional strategies, and rigorous selection processes to improve the quality of students.

As seen in the study (Zachrofi et al., 2021), previous research has tended to focus on the manual or partial elements of promotional strategies, without integrating information technology with paid digital promotion for PPDB. Other studies, such as (Nurkia, 2022), discuss online-based systems but focus more on system functionality, without linking it to improving student quality through a combination of rigorous selection and modern marketing strategies. To date, no research has comprehensively combined information technology, strict selection processes, and paid social media promotion to select the best students.

By combining information technology, contemporary promotional strategies, and rigorous assessment, this study offers a new approach to managing PPDB. The digital system simplifies data management, enhances the efficiency of the selection process, and improves transparency. Promotional messages can reach the target audience through targeted paid promotion strategies on popular social media platforms. Additionally, the digital system, supported by a high passing grade, ensures that only the best students are admitted based on academic performance, character, and leadership. This combination can significantly improve student quality.

This study examines how As-Syifa Boarding School Subang can implement innovations in PPDB management by integrating information technology and paid promotion to address PPDB challenges while ensuring a more transparent and effective selection process that produces outstanding and competitive students.

## **LITERATURE REVIEW**

### **New Student Admission Management (PPDB)**

PPDB management is a strategic step in attracting new students, including promotion, selection, and registration. This strategy is heavily influenced by information technology, which makes the process more transparent and efficient. (Sukriadi et al., 2023) It reveals that web-based systems make information access easier, reduce administrative barriers, and increase public trust in educational institutions. In addition, (Zachrofi et al., 2021) It adds that the integration of technology helps make operations more effective and boosts the school's competitiveness. In the context of a boarding school, a zonal-based approach is difficult to fully implement because students come from various regions, even internationally. (Prasetyaningrum & Marmoah, 2022). Therefore, collaboration between schools, the government, and the community is necessary to optimize PPDB.

The success of PPDB also depends on promotion and technology factors. Promotional strategies through social media and face-to-face activities can capture the community's attention and build trust with prospective students. (Farozi, Abdullah, & Soedjono, 2023a). Meanwhile, the implementation of a technology-based registration system allows for more organized and transparent data management. (Setiawan). This holistic approach helps create efficiency, ensures compliance with regulations, and enhances community participation in education.

### **Information Technology in Education**

Information technology plays a key role in the efficiency and transparency of education. Technology-based PPDB systems, as revealed by (Sukriadi et al., 2023) enable easier online registration and assist school management in making data-driven decisions in real-time. This technology also facilitates communication with the community, enhances the school's image, and

encourages public engagement in education. (Zachrofi et al., 2021). In addition, technology-based learning platforms support remote learning, digital-based assessments, and inclusive access to quality education. (Farozi et al., 2023a)

### **Paid Promotion in Education**

Paid promotion, including digital ads, sponsorships, and influencer marketing, is an effective strategy for reaching a broader audience. Digital ads allow for more precise targeting based on demographics and user behavior, increasing budget efficiency and conversion opportunities (Farozi et al., 2023a). Sponsorships and collaborations with influencers also help introduce educational institutions to the public in a more personal and credible way. (Zachrofi et al., 2021). Sponsorships and collaborations with influencers also help introduce educational institutions to the public in a more personal and credible way.

## **RESEARCH METHODOLOGY**

This study uses a qualitative descriptive approach to describe the phenomenon of innovation in the management of *Penerimaan Peserta Didik Baru (PPDB)* at *As-Syifa Boarding School Subang*. The focus is to examine how the optimization of information technology and paid promotion is implemented to improve the effectiveness of the *PPDB* process. The research is conducted at *As-Syifa Boarding School Subang* with various informants, including the principal, the *PPDB* team, and parents of prospective students. Data collection techniques include in-depth interviews, direct observations, and document analysis, such as *PPDB* statistical reports, which provide a comprehensive overview of the implementation of these innovations.

The data collected is analyzed using a descriptive qualitative approach through the processes of data reduction, data presentation, and conclusion drawing. This process involves simplifying information to identify patterns and relationships in the implementation of *PPDB* innovations. Data triangulation is used to verify findings from various sources to ensure the validity of the results. This research provides an in-depth understanding of the innovations applied and their impact on the *PPDB* outcomes, which can serve as a reference for other educational institutions.

## **RESULTS AND DISCUSSION**

### **1. Implementasi Teknologi Informasi Dalam PPDB Di As-Syifa Boarding School**

Sejalan dengan budaya sekolah yang telah mendigitalisasi proses bisnis dan dokumen, penerapan teknologi informasi dalam sistem *Penerimaan Peserta Didik Baru (PPDB)* di *As-Syifa Boarding School* telah membawa perubahan signifikan dalam cara siswa mendaftar dan dipilih. Dengan memanfaatkan berbagai platform digital, *As-Syifa* meningkatkan efisiensi operasional dan mempermudah calon siswa untuk mengakses proses pendaftaran. (Dwi Wijayanto, 2024). This section discusses various aspects of the implementation of information technology in the *PPDB* process at *As-Syifa*, such as the online registration system, the use of management information system applications, payment methods, and promotional strategies.

#### **The integrated online registration system**

One of the key innovations in the *PPDB* process at *As-Syifa* is the launch of a web-based online registration system that allows prospective students to apply from anywhere and at any time. This system is designed to provide an easy-to-use user experience. Prospective students can fill out the registration form,

upload the required documents, and immediately receive confirmation of their registration. With an intuitive interface, applicants don't face technical difficulties during the registration process. This system allows As-Syifa to reduce the time and effort needed for traditional registration processes while minimizing errors in data entry.

In addition, this online registration system offers additional benefits in terms of data management. All information entered by prospective students is directly stored in an integrated database, allowing the admissions committee to easily access and monitor the registration status in real-time. This also facilitates data analysis of applicants, such as the number of applicants per program and the demographics of the prospective students. Therefore, the online registration system not only enhances efficiency but also provides valuable insights for As-Syifa in planning future programs. Another advantage is the ability to update information regularly, ensuring that prospective students always receive the latest information about the registration process and the programs offered.

The PPDB schedule at As-Syifa is planned well in advance, unlike other public or private schools. Registration starts around September and ends in December 2024. This is explained by Gozali (2024), the chairman of the implementation committee, who states that the boarding school system requires significant preparation, especially for the readiness of dormitory facilities, and thus the PPDB schedule in boarding schools in Indonesia is typically set earlier than regular schools. The registration process is divided into two pathways: the regular route for students in their final year transitioning to junior and senior high school, and the Inden route for students entering junior high, starting as early as grade 4. The Inden route is particularly appealing to prospective parents and students, as it allows them to avoid the competitive environment of registration in the current year. One additional benefit is that the fees remain the same as the ones paid by registrants in the current year. However, the Inden route still undergoes the usual selection process and does not guarantee admission. Furthermore, students can enter As-Syifa Boarding School through the regular route (general test), the achievement route (National Science Olympiad), or the Tahfidz Qur'an route.

#### **a. Ease of Access Through the Mobile App**

The development of a mobile app that facilitates data management and access is also an advancement. This app allows parents and prospective students to upload documents, monitor selection schedules, and receive notifications related to the PPDB process. These features enhance the user experience and reduce the technical issues often encountered with manual systems. Additionally, the app helps the school and prospective students communicate effectively, enabling fast and accurate information exchange. In addition, this mobile app is designed to make it easier for parents and prospective students to access the information they need. They can easily find information about academic programs, registration requirements, and selection schedules with a user-friendly interface, without the need to visit the website directly. Furthermore, the app features a FAQ section that helps answer common questions, reducing the number of inquiries the administration needs to handle. As a result, the mobile app enhances data management, fosters better communication between the school and prospective students, and creates a clearer, more responsive environment.

#### **b. The Management Information System (MIS)**

As-Syifa has also implemented a Management Information System (MIS)

application that can be accessed through Android devices and PCs. This application not only facilitates the management of applicant data but also allows the committee to monitor registration statuses in real-time. The dashboard feature enables more efficient management of registration data compared to the usual Microsoft Excel, allowing the committee to conduct recycling analysis of the registration data.

In addition, the analytics feature of this application shows trends in registrations, such as the number of applicants year-over-year, program preferences, and the demographics of prospective students. This information will be very useful for management when making future plans for promotion and the development of academic programs. Moreover, this application helps committee members collaborate, allowing them to easily share notes and updates regarding applicants. As a result, the use of the management information system application not only enhances operational efficiency but also improves data-driven decision-making, which is crucial in addressing the challenges of an increasingly competitive educational landscape.

### **c. Computer-Based Selection Implementation**

The selection process at As-Syifa uses a Computer-Based Test (CBT), which can be conducted in computer labs or monitored via Zoom meetings. This method not only improves the efficiency of the exam process but also provides a better experience for the participants. With CBT, exam questions can be presented randomly, reducing the chances of cheating. Furthermore, the results can be processed immediately, allowing for quick access to the scores. This approach enhances the overall fairness and transparency of the selection process, while also saving time for both the applicants and the school's administrative team.

The advantages of implementing CBT are especially evident for applicants from outside Subang. With the option of taking the exam online via Zoom, prospective students from other regions or even abroad can participate in the selection process without the need for long-distance travel. This is particularly beneficial for applicants living in remote areas or other countries, as they can take the exam in a more flexible and cost-effective manner. This system not only expands the reach of applicants but also enables As-Syifa to attract high-quality students from diverse backgrounds, enriching the academic community at the school. Therefore, the computer-based selection process is not only efficient but also inclusive, providing greater opportunities for all prospective students to participate.

For the regular admission route, the selection consists of three types of tests, which students must go through: Academic Potential Test (TPA), Interview Test, and Health Test. For the achievement route, students are only required to take the Interview Test and a selection test corresponding to their specific achievement. Each test has its own weight, with the Academic Potential Test (TPA) carrying the heaviest weight.

The selection process is generally conducted onsite at As-Syifa Boarding School Subang, which is spread across four campuses. However, for applicants from outside Java or abroad, the selection is held in their respective locations. In other words, the selection committee travels to the applicants' regions. This process is referred to as the Regional and International Test at As-Syifa Boarding School.

### **d. Payments are made through virtual accounts and e-wallets.**

During the New Student Admission (PPDB) process, As-Syifa Boarding School has adopted several innovations, one of which is payment through virtual

accounts. Prospective students can make payments easily and securely using a unique account number for each registration. With this system, parents and prospective students can transfer money from any bank without worrying about recording the school's account number incorrectly. Additionally, the integration of virtual accounts with the registration system allows the committee to monitor payment status in real-time, simplifying administrative processes and enhancing transparency. This not only makes it easier for prospective students, but also reduces the administrative burden on the PPDB committee.

In addition to virtual accounts, As-Syifa Boarding School also utilizes e-wallets, which are becoming increasingly popular among the public. Prospective students can make registration payments quickly and easily through their smartphones using digital wallet apps such as OVO, GoPay, or DANA. This method is especially beneficial for the younger generation, who are more familiar with technology and digital transactions. Payments via e-wallet also offer additional convenience, such as easy tracking of transactions and better security compared to carrying cash. As-Syifa Boarding School is committed to providing a more efficient and technology-friendly registration experience for parents and prospective students with the availability of both payment methods.

#### **e. Utilization of Artificial Intelligence (AI)**

Information technology based on artificial intelligence (AI) is transforming the New Student Admissions (PPDB) process by automating procedures such as registration, data screening, and document management. AI can analyze prospective students' data based on academic performance and achievements, enhancing the user experience with chatbots that provide real-time information. In marketing, AI optimizes digital marketing strategies by precisely targeting paid advertisements based on demographic data and user behavior, while dynamically managing budgets for maximum results. With advanced data analytics, AI assists management in making data-driven decisions to attract academically outstanding and character-driven students, making the PPDB process more effective, transparent, and aligned with the school's vision.

### **2. Implementation of Paid Promotion**

The market segmentation of applicants at Assyifa Boarding School shows that over 80% come from outside Subang Regency, spread across various provinces and even abroad, necessitating a digital strategy that can reach all these areas. According to Gozali (2024), during the 2023-2024 academic year, Assyifa Boarding School implemented various paid promotion strategies to attract quality students. This strategy aims to reach relevant audiences, enhance the school's visibility, and ensure that information about the programs and facilities offered is communicated effectively. Various online platforms such as Google Ads, Facebook Ads, Instagram Ads, and TikTok Ads are utilized to reach a broader audience, from prospective students to parents seeking quality education based on Islamic principles. Through this approach, the school can tailor their promotional messages to meet the needs and characteristics of their audience, resulting in a more unique and relevant appeal. In addition, the school combines digital strategies with traditional promotional approaches, such as participating in educational exhibitions, placing billboards in strategic locations, distributing flyers and brochures, and collaborating with partners through affiliate advertising. Alumni or influential community figures enhance this strategy, boosting public trust in the quality of education offered. This combination of methods increases the number of applicants and ensures that interested candidates possess the academic potential aligned with the school's goals and

vision. As a result, Assyifa Boarding School can maintain its position as a leading educational institution ready to produce quality generations.

Optimizing the search for the right target audience, Google Ads is one of the essential tools in the digital promotion of Assyifa Boarding School. The school can utilize the Google search engine to target audiences searching for information about boarding school-based education through a keyword-based approach. This campaign employs bidding tactics for keywords such as "best boarding school" or "excellence in Islamic education." Additionally, the use of the Google Display Network expands the reach of promotions by displaying ads on relevant websites. This strategy not only increases visibility but also ensures that the school's offerings are presented to potential students and parents actively seeking quality educational options.

#### **a. Facebook Ads, Specific Audience Segmentation**

Through Facebook Ads, As-Syifa Boarding School can reach various audience segments based on age, location, interests, and socioeconomic status. The platform is utilized to promote the school's strengths with engaging visuals, such as school profile videos or alumni testimonials. Facebook's advanced algorithms enable campaign optimization to generate higher-quality leads while providing in-depth analysis of ad performance.

#### **a. Instagram Ads, Highlighting School Strengths Through Visuals**

Instagram Ads have become an effective way to capture the attention of prospective students and parents by relying on engaging visual content. Schools utilize various ad formats, such as carousel ads, to showcase their facilities, extracurricular activities, and the daily lives of students in the boarding school environment. Given the large number of young users on this platform, Instagram is highly effective in creating emotional connections while also reinforcing the school's positive image in the eyes of the community.

#### **b. TikTok Ads, Targeting the Younger Generation**

As a platform popular among the younger generation, TikTok Ads are utilized to creatively attract prospective students. The content created consists of short videos that blend entertainment, information, and the positive values of the school. This campaign is also designed to engage the audience through fun challenges and collaborations with local creators who have a large following on TikTok.

#### **c. Affiliate Marketing, Leveraging Partnership Networks**

As-Syifa Boarding School also optimizes its affiliate marketing strategy by involving all employees of the As-Syifa Foundation as key drivers. In this system, each employee has the opportunity to earn monetary incentives for every new student they successfully refer and enroll. This approach not only expands the promotional reach but also motivates all employees of the foundation and the school to actively contribute to the New Student Admission process. It fosters a sense of shared responsibility, making it clear that the task of promotion is not solely the burden of the committee, but a collective obligation.

#### **d. Endorsement, Support from Figures and Influencers**

As-Syifa Boarding School also leverages endorsements from community figures and influencers whose visions and values align with the school. Support in the form of testimonials from successful alumni and parents, as well as well-known public figures, helps to enhance the trust of prospective parents and students in the quality of education at As-Syifa. This strategy not only builds the school's credibility but also adds an emotional touch that strengthens its appeal. In the New Student Admission (PPDB) for the 2023-2024 academic year,



endorsements included influencers such as Sherly Annavita, Alman Mulyana, and Dodi Hidayatullah.

#### **e. Education Fair: Direct Interaction with the Community**

As-Syifa Boarding School actively participates in education fairs organized by external event organizers during specific events. The school can engage directly with parents and prospective students through interactive booths that showcase flagship programs, brochures, and promotional videos. Through this activity, the school provides visitors with a firsthand experience of the educational environment at As-Syifa.

#### **f. Other Promotional Strategies: Multi-Channel Approach**

Other strategies involve a combination of traditional and digital approaches, such as advertising on local radio, publishing articles in online media, and placing billboards in strategic areas. These examples illustrate the blend of traditional and digital strategies. This multi-channel method ensures that educational information is accessible to a wide audience, including those who are active in the digital world as well as the general public who still rely on conventional media.

The implementation of paid promotions by As-Syifa Boarding School demonstrates that a well-planned strategy can have a significant impact on the number of quality applicants. By leveraging various digital platforms and traditional promotional methods, the school has successfully increased its visibility within the community, strengthened its reputation, and reached prospective students with outstanding academic potential and character. This comprehensive approach not only enhances awareness of the school's offerings but also attracts individuals who align with its values and educational goals.

### **A. DISCUSSION**

#### **1. Analysis of the Impact of Technological Innovation on the Efficiency and Transparency of the Student Enrollment Process**

The implementation of information technology in the management of the Student Enrollment Process (PPDB) at As-Syifa Boarding School reflects a modern approach to educational management. By leveraging technology, the PPDB process becomes more efficient, allowing for time and resource savings while also reducing the risk of manual errors. Additionally, the use of digital systems enhances transparency, providing easy access for prospective students and parents to monitor each stage of the admission process. This innovation not only streamlines internal administration but also creates a better user experience, reflecting the school's commitment to quality service.

From the perspective of educational management theory and practice, this implementation aligns with the principles of effective management. Information technology serves as a strategic tool to support data-driven decision-making, enhance coordination among departments, and strengthen accountability. At As-Syifa Boarding School, this innovation demonstrates that the modernization of educational management can have a significant positive impact, both in terms of improving service quality and in addressing the evolving needs and expectations of the community.

#### **a. Integrated Online Registration System**

The implementation of the online registration system at As-Syifa Boarding School has successfully enhanced operational efficiency and the accuracy of managing prospective student data. With this technology, applicant data can be managed centrally, providing real-time access for the admissions committee and supporting data-driven decision-making. According to the research by Farozi et

al., digital systems like this simplify the registration management process and enhance accessibility. (Farozi et al., 2023a). (Sridadi, 2023) It also reveals that the convenience and speed offered by digital systems can increase public interest in registering. The user-friendly design of the As-Syifa system reflects Haromain's findings that an intuitive interface is a crucial element in the success of educational technology. (HAROMAIN, 2021)

#### **b. Mobile application for easy access.**

The mobile application developed by As-Syifa serves as an effective communication bridge between the school and prospective students. This application is equipped with features such as FAQs and notifications, which help answer questions from prospective students while minimizing the potential for misinformation. (Zachrofi et al., 2021) Demonstrating that responsiveness in technology-based communication can enhance the positive image of an institution (Zachrofi et al., 2021). By providing easy access through mobile devices, As-Syifa has successfully built better relationships with prospective students and their parents

#### **c. Application of Management Information System**

The use of a Management Information System (MIS) application at As-Syifa enables more structured and directed data management. This application supports comprehensive data analysis, helping management understand enrollment trends and design more effective promotional strategies. Winiharti et al. emphasize that data-driven applications are a crucial element in enhancing the competitiveness of educational institutions (Winiharti, Simbolon, & Sinaga, 2023). This is also relevant to the findings (Prasetyaningrum & Marmoah, 2022) which states that data-driven analysis approaches can maximize the effectiveness of strategic planning.

#### **d. Implementation of Computer-Based Testing (CBT)**

As-Syifa also adopts the Computer-Based Testing (CBT) method to enhance transparency and fairness in the selection process. This system speeds up result processing and reduces the likelihood of cheating, as recommended by (Farozi et al., 2023b). In addition, the ability to conduct Computer-Based Testing (CBT) online through platforms like Zoom provides flexibility and inclusivity for prospective students from various regions, as expressed by (Sridadi, 2023). What sets this service apart is the selection process with a door-to-door system, known as the Regional and Overseas Test, where the committee visits participants in various provinces across Indonesia and abroad. This certainly makes it easier for applicants, as they can complete all selection processes in just a few days in their home regions. The interest from outside West Java indicates that As-Syifa Boarding School is well-known and popular throughout the archipelago.

#### **e. Digital Payment Methods**

To facilitate transactions, As-Syifa has integrated digital payment methods such as virtual accounts and e-wallets into its new student admission system. This approach offers transparency in financial management and provides convenience for the parents of prospective students. Sridadi noted that an easy and fast payment system is a crucial factor in attracting community interest (Sridadi, 2023) Meanwhile, Baharuddin et al. emphasize that financial transparency is key to public trust in educational institutions (Baharuddin et al., 2020)

With these various technology-based innovations, As-Syifa Boarding School not only enhances operational efficiency but also strengthens its relationship with the community. This transformation reflects the need for modern educational institutions to continuously adapt and provide services that are relevant to the

changing times

**f. AI assists in the process of ideation and creativity.**

By helping humans develop new ideas, refine old ones, and optimize the creative process, AI enhances creativity and ideation. Additionally, this technology has the ability to analyze trends and data to offer innovative solutions and new ways to solve problems. AI provides fresh and original alternatives to assist in the creative process, such as designing layouts, generating text, or composing music. It also enables more relevant and effective work by facilitating personalization according to audience needs. AI can expand human creativity while handling technical tasks more efficiently. Furthermore, the use of AI significantly aids in terms of efficiency and rapid processing accuracy. Research findings indicate that AI in the student admission process improves the efficiency of selection processes, accelerates application processing, and enhances the accuracy and transparency of assessments.. Additionally, this research identifies several issues that need to be addressed, such as data privacy concerns, fear of change, and the need for adequate technological infrastructure (Wibowo, 2024)

**2. Analysis of the Effectiveness of Paid Promotions in Enhancing School Appeal**

The paid promotion strategies implemented by As-Syifa Boarding School have successfully increased its visibility and appeal significantly, as evidenced by a consistently growing number of applicants and a diverse range of their geographic origins. According to Winiharti et al., a data-driven approach to market segmentation plays a crucial role in designing targeted strategies (Winiharti et al., 2023) As-Syifa successfully leveraged digital tools like Google Ads and Facebook Ads to reach prospective students and parents across various regions, both domestically and internationally, by harnessing algorithms to optimize ads tailored to audience characteristics.

This success is closely tied to the relevance of digital strategies to modern public relations management theories, as discussed by (Zachrofi et al., 2021) In this context, As-Syifa integrates the principles of effective communication through various media to build emotional and intellectual connections with their audience. The use of Instagram Ads and TikTok Ads, which rely on engaging visual content and creative challenges that resonate with the preferences of the younger generation, demonstrates a deep understanding of their target audience's behavior

Further evaluation shows that the combination of digital and traditional approaches enhances the impact of promotions. As outlined by Farozi et al., the integration of cross-channel promotional methods, such as educational exhibitions and billboards, ensures a broader reach (Farozi et al., 2023a). At As-Syifa, this strategy is enhanced through endorsements from influential public figures and alumni, which contribute to strengthening the school's positive image and credibility. This aligns with Sridadi's findings that support from public figures increases community trust in the quality of education. (Farozi et al., 2023a)

In practice, evaluating the success of this strategy includes analyzing the conversion rate from ad clicks to student registrations. Hermawan et al. emphasize the importance of performance evaluation for campaigns based on quantitative indicators such as ROI (Return on Investment) (Hermawan, Sukmawati, & Wahyudi, 2022) As-Syifa is able to maximize the cost-effectiveness of its advertising by focusing on platforms that deliver the best results, such as

Google Ads for specific keyword searches and Facebook Ads for demographic-based audience segmentation.

Affiliate marketing that involves all foundation employees also makes a significant contribution to the success of this strategy. In line with Haromain's collaborative management model, providing financial incentives to employees who successfully refer new students not only boosts internal enthusiasm but also expands the school's marketing network. (HAROMAIN, 2021). This approach reflects the principle of teamwork in achieving the organization's goals.

Endorsements from well-known figures like Sherly Annavita and Salman Mulyana have a significant impact on the visibility of As-Syifa, as described by Prasetyaningrum and Marmoah (Prasetyaningrum & Marmoah, 2022). Public figures' support not only strengthens a positive image but also reaches a broader market segment through the trust they build within their communities

The increase in the number of applicants also reflects success in establishing a strong brand positioning. According to Baharuddin et al., the use of consistent and relevant branding strategies is crucial in attracting high-quality prospective students (Baharuddin et al., 2020). As-Syifa consistently highlights Islamic values and outstanding facilities in every promotional campaign, both digital and traditional

Overall, the paid promotion strategy of As-Syifa Boarding School demonstrates effectiveness in capturing the attention of the target audience, increasing enrollment, and strengthening the institution's image. This success proves the relevance of marketing and public relations theories in the context of implementing modern educational strategies. As-Syifa can continue to evaluate and adjust their approach to address the dynamic needs of the market in the future.

### **3. The Relationship Between Innovations in Enrollment Management and the Quality of Admitted Students**

Innovations in the enrollment management process at As-Syifa Boarding School have created a selection process that not only attracts prospective students from all over Indonesia but also from abroad. According to the theory by Winiharti et al., digital-based educational management innovations can reach a broader segment of society, allowing institutions to select the best candidates for admission. (Winiharti et al., 2023) This is evident at As-Syifa, which has successfully attracted the best students from various regions, making each applicant a representation of the high quality from their respective areas. This process underscores the importance of innovative promotional strategies that are relevant and quality-oriented, as also noted by Zachrofi et al. (Zachrofi et al., 2021)

The intense competition in the enrollment process at As-Syifa serves as a mechanism for filtering out top candidates. The theory by Farozi et al. emphasizes the importance of a high passing grade to ensure that the selection process effectively identifies participants with the best potential. (Farozi et al., 2023a) As-Syifa implements this system, particularly at the Jalancagak Campus, where the minimum score standards are set quite high. As a result, only prospective students with strong academic abilities and high potential are able to pass the selection process. This aligns with Sridadi's concept, which indicates that strict selection strategies can enhance the competitiveness of educational institutions and create a superior institutional image (Sridadi, 2023). Additionally, as stated by (Rustandi, 2023), an excellent school is not only focused on the rigor of its

student selection process but also on the management of high-quality internal processes and culture. These factors are crucial in determining the school's success in achieving excellence

After being accepted, students at As-Syifa Boarding School have demonstrated various achievements at both national and international levels. According to Baharuddin et al., the success of the students reflects the effectiveness of the educational management at the institution (Baharuddin et al., 2020). This is evident from the achievements of As-Syifa students in various competitions, including the Subang Science Olympiad, where they consistently emerge as overall champions. Another notable accomplishment is SMAIT As-Syifa's ranking of 79th among the top 1,000 schools nationwide, which demonstrates that the innovations in the enrollment process not only attract outstanding students but also support their optimal development.

The digital-based enrollment management innovations and selection strategies at As-Syifa are also in line with Sitti Nurkia's theory, which emphasizes the importance of integrating technology into the selection system (Nurkia, 2022). The online and data-driven system implemented allows for a more transparent and efficient selection process, ensuring the quality of the admitted students. With this strategy, As-Syifa has created a model that not only enhances the quality of its students but also has a positive impact on national and international recognition. This demonstrates the relevance of modern management theory to the enrollment practices at Islamic boarding institutions.

## **CONCLUSION**

Based on the results and discussion of the research, it can be concluded that the innovations in the management of New Student Admissions (PPDB) at As-Syifa Boarding School play a significant strategic role in enhancing the quality of the admitted students. The implementation of effective promotional strategies, both digitally and through local and international networks, enables As-Syifa to attract prospective students from various regions in Indonesia and abroad. The admitted students not only come from the best candidates in their areas but also possess outstanding potential that aligns with the school's vision and mission. This innovation broadens the scope of the selection process and ensures that top talents can be identified more effectively.

The rigorous selection process, combined with the implementation of a high passing grade, particularly at the Jalancagak Campus, has proven effective in filtering quality prospective students. This selection system not only focuses on academic results but also emphasizes leadership values and character traits that align with the school's identity. As a result, it produces high-quality students who are prepared to face challenges in a competitive educational environment.

The success of the PPDB management at As-Syifa is also reflected in the outstanding achievements of the admitted students, both at the regional, national, and international levels. These accomplishments demonstrate that innovations in PPDB management not only impact the initial selection process but also influence students' success throughout their educational journey. This success underscores the importance of effective PPDB management in cultivating high-achieving individuals who bring pride to the school.

## **REFERENSI**

Baharuddin, B., Sugiarti, D. Y., Aryanti, D., Rajiah, S., Nurhaeni, N., & Burhan, B. (2020). Manajemen Penerimaan Peserta Didik Baru di SDIT Ki Hajar

- Dewantoro Kecamatan Tambun Selatan Kabupaten Bekasi. *Journal Of Administration and Educational Management (ALIGNMENT)*, 3(1), 27–36. <https://doi.org/10.31539/alignment.v3i1.1274>
- Farozi, F., Abdullah, G., & Soedjono, S. (2023a). Manajemen Promosi Penerimaan Peserta Didik Baru Di Smk Negeri 1 Kandeman Batang. *Jurnal Manajemen Pendidikan (JMP)*, 12(3), 390–403. <https://doi.org/10.26877/jmp.v12i3.15307>
- HAROMAIN, H. (2021). Model Manajemen Peserta Didik Madrasah (Studi Kasus Madrasah Tsanawiyah Model Praya). *STRATEGY: Jurnal Inovasi Strategi Dan Model Pembelajaran*, 1(1), 114–118. <https://doi.org/10.51878/strategi.v1i1.563>
- Hermawan, H., Sukmawati, S., & Wahyudi, W. (2022). Manajemen Sistem Penerimaan Peserta Didik Baru Online Di Sma Negeri 1 Pontianak. *Jurnal Pendidikan Dan Pembelajaran Khatulistiwa (JPPK)*, 11(7), 721. <https://doi.org/10.26418/jppk.v11i7.56568>
- Nurkia, S. (2022). Sistem Penerimaan Peserta Didik Baru Berbasis Online. *Jambura Journal of Educational Management*, (September), 105–118. <https://doi.org/10.37411/jjem.v3i2.1777>
- Prasetyaningrum, A., & Marmoah, S. (2022). Analisis SWOT Manajemen Peserta Didik dalam Penerimaan Peserta Didik Baru di Sekolah Negeri. *Jurnal Basicedu*, 6(4), 5598–5604. <https://doi.org/10.31004/basicedu.v6i4.2771>
- Rustandi, F. (2023). Peluang dan Tantangan Pengelolaan Sekolah Islam Terpadu : Perspektif Total Quality Management, 9(5), 2219–2227.
- Sridadi, T. W. (2023). Manajemen Penerimaan Peserta Didik Baru Dalam Meningkatkan Antusiasme Masyarakat Di Kelompok Bermain Nur Masithah Sampang. *Thawalib: Jurnal Kependidikan Islam*, 4(2), 73–82. <https://doi.org/10.54150/thawalib.v4i2.236>
- Sukriadi, S., Irma, I., & Ansar, H. (2023). Sistem Informasi Pendaftaran Peserta Didik Baru Berbasis Web di SMP Satap Negeri Tengapadange Menggunakan Pemodelan Waterfall. *Jurnal Ilmiah Sistem Informasi Dan Teknik Informatika (JISTI)*, 6(1), 68–76. <https://doi.org/10.57093/jisti.v6i1.150>
- Wibowo, A. (2024). Systematic Literature Review: System Penerimaan Peserta Didik Baru Berbasis AI (Artificial Intelligence). *Seminar Nasional Prodi Manajemen Pendidikan*. Retrieved from <https://seminar.ustjogja.ac.id/index.php/semnasmp/article/view/2606>
- Winiharti, K., Simbolon, B. R., & Sinaga, D. (2023). 4882-18402-1-Pb, 9(2), 958–969.
- Yunandar, R., Isjoni, I., & Chairilisyah, D. (2022). Manajemen Promosi Penerimaan Peserta Didik Baru Sma Negeri Olah Raga Provinsi Riau. *JURNAL PAJAR (Pendidikan Dan Pengajaran)*, 6(5), 1480. <https://doi.org/10.33578/pjr.v6i5.8617>
- Zachrofi, S. S., Fatimah, T., & Munthe, W. (2021). Strategi Manajemen Humas dalam Penerimaan Peserta Didik Baru (Studi Kasus di MTs Al-Washliyah Simpang Marbau, Labuhanbatu Utara). *Jurnal Pendidikan, Ilmu Sosial, Dan Pengabdian Kepada Masyarakat*, 1(2), 276–283.
- Baharuddin, B., Sugiarti, D. Y., Aryanti, D., Rajiah, S., Nurhaeni, N., & Burhan, B. (2020). Manajemen Penerimaan Peserta Didik Baru di SDIT Ki Hajar Dewantoro Kecamatan Tambun Selatan Kabupaten Bekasi. *Journal Of Administration and Educational Management (ALIGNMENT)*, 3(1), 27–36. <https://doi.org/10.31539/alignment.v3i1.1274>
- Farozi, F., Abdullah, G., & Soedjono, S. (2023a). Manajemen Promosi

- Penerimaan Peserta Didik Baru Di Smk Negeri 1 Kandeman Batang. *Jurnal Manajemen Pendidikan (JMP)*, 12(3), 390–403. <https://doi.org/10.26877/jmp.v12i3.15307>
- Farozi, F., Abdullah, G., & Soedjono, S. (2023b). Manajemen Promosi Penerimaan Peserta Didik Baru Di Smk Negeri 1 Kandeman Batang. *Jurnal Manajemen Pendidikan (JMP)*, 12(3), 390–403. <https://doi.org/10.26877/jmp.v12i3.15307>
- HAROMAIN, H. (2021). Model Manajemen Peserta Didik Madrasah (Studi Kasus Madrasah Tsanawiyah Model Praya). *STRATEGY: Jurnal Inovasi Strategi Dan Model Pembelajaran*, 1(1), 114–118. <https://doi.org/10.51878/strategi.v1i1.563>
- Hermawan, H., Sukmawati, S., & Wahyudi, W. (2022). Manajemen Sistem Penerimaan Peserta Didik Baru Online Di Sma Negeri 1 Pontianak. *Jurnal Pendidikan Dan Pembelajaran Khatulistiwa (JPPK)*, 11(7), 721. <https://doi.org/10.26418/jppk.v11i7.56568>
- Nurkia, S. (2022). Sistem Penerimaan Peserta Didik Baru Berbasis Online. *Jambura Journal of Educational Management*, (September), 105–118. <https://doi.org/10.37411/jjem.v3i2.1777>
- Prasetyaningrum, A., & Marmoah, S. (2022). Analisis SWOT Manajemen Peserta Didik dalam Penerimaan Peserta Didik Baru di Sekolah Negeri. *Jurnal Basicedu*, 6(4), 5598–5604. <https://doi.org/10.31004/basicedu.v6i4.2771>
- Rustandi, F. (2023). Peluang dan Tantangan Pengelolaan Sekolah Islam Terpadu : Perspektif Total Quality Management, 9(5), 2219–2227.
- Sridadi, T. W. (2023). Manajemen Penerimaan Peserta Didik Baru Dalam Meningkatkan Antusiasme Masyarakat Di Kelompok Bermain Nur Masithah Sampang. *Thawalib: Jurnal Kependidikan Islam*, 4(2), 73–82. <https://doi.org/10.54150/thawalib.v4i2.236>
- Sukriadi, S., Irma, I., & Ansar, H. (2023). Sistem Informasi Pendaftaran Peserta Didik Baru Berbasis Web di SMP Satap Negeri Tengapadange Menggunakan Pemodelan Waterfall. *Jurnal Ilmiah Sistem Informasi Dan Teknik Informatika (JISTI)*, 6(1), 68–76. <https://doi.org/10.57093/jisti.v6i1.150>
- Wibowo, A. (2024). Systematic Literature Review: System Penerimaan Peserta Didik Baru Berbasis AI (Artificial Intelligence). *Seminar Nasional Prodi Manajemen Pendidikan*. Retrieved from <https://seminar.ustjogja.ac.id/index.php/semnasmp/article/view/2606>
- Winiharti, K., Simbolon, B. R., & Sinaga, D. (2023). 4882-18402-1-Pb, 9(2), 958–969.
- Yunandar, R., Isjoni, I., & Chairilisyah, D. (2022). Manajemen Promosi Penerimaan Peserta Didik Baru Sma Negeri Olah Raga Provinsi Riau. *JURNAL PAJAR (Pendidikan Dan Pengajaran)*, 6(5), 1480. <https://doi.org/10.33578/pjr.v6i5.8617>
- Zachrofi, S. S., Fatimah, T., & Munthe, W. (2021). Strategi Manajemen Humas dalam Penerimaan Peserta Didik Baru (Studi Kasus di MTs Al-Washliyah Simpang Marbau, Labuhanbatu Utara). *Jurnal Pendidikan, Ilmu Sosial, Dan Pengabdian Kepada Masyarakat*, 1(2), 276–283.