



DIGITAL-BASED MANAGEMENT OF NEW STUDENT ADMISSIONS IN MADRASAH ALIYAH

Frans Angger Bagus Sancoko

Islamic University of Nahdlatul Ulama Jepara, Indonesia

E-mail: jini82811@gmail.com.

Abstract:

The management of new student admissions is an important component in improving the quality of educational institutions, including Madrasah Aliyah. In the digital era, the implementation of digital-based admission systems has become a strategic solution to increase efficiency, transparency, and accessibility in the admission process. This study aims to analyze the management of digital-based new student admissions in Madrasah Aliyah and to identify its benefits and challenges in educational management. This research uses a qualitative approach through library research methods. Data collection techniques were conducted using documentation from books, scientific journals, and other relevant academic sources. Data analysis was carried out using content analysis to interpret and synthesize information related to digital-based admission management. The results show that the implementation of digital-based admission systems in Madrasah Aliyah can improve administrative efficiency, provide wider access for prospective students, and create transparency in the selection process. However, several challenges remain, including technological infrastructure limitations, digital literacy among education stakeholders, and the need for continuous system development.

Keywords: *Digital Management; Madrasah Education; Student Admission; Technology Integration*

INTRODUCTION

Online-based student admission management in Islamic educational institutions has emerged as an important innovation aimed at simplifying the admission process while improving administrative efficiency (Abu Hasan Agus R Maripaz C. Abas, 2025). The advancement of digital technology has transformed educational services by enabling institutions to conduct registration, data management, and communication through integrated online platforms. However, despite significant progress in internet connectivity, disparities in digital infrastructure remain a major challenge. Several remote areas still experience limited or even unavailable internet access, creating obstacles for prospective students seeking to participate in online admission processes (Razaq, 2026).

As the world's largest Muslim-majority country, Indonesia has an extensive network of Islamic educational institutions that contribute significantly to achieving national educational goals through religious-based education (Sudarwan, 2025). According to the Ministry of Religious Affairs of

the Republic of Indonesia, there are approximately 350,059 Islamic educational institutions nationwide, with nearly 80% being privately managed by local communities. These figures demonstrate the strategic role of Islamic education in supporting national education by providing accessible educational services while preserving Islamic values and traditions. Consequently, improving the management of educational services, including student admission systems, has become an essential priority for enhancing institutional quality and competitiveness.

The rapid development of information and communication technology has also transformed the way educational institutions promote their services. Traditionally, school promotion relied on printed media such as billboards and banners (Khomairotusshiyamah, 2026). Although visual communication has long been recognized as an effective promotional medium by combining graphic design, typography, illustrations, and color to convey information, conventional promotional methods are no longer sufficient in today's digital environment. Educational institutions are increasingly utilizing social media platforms to disseminate information through digital posters, promotional videos, and interactive content that can be accessed easily by prospective students and parents. Consequently, schools are encouraged to manage student admission promotion through digital media to expand public access to information and improve institutional visibility.

The widespread use of social media further strengthens the effectiveness of digital promotion in educational services. Since most parents and prospective students actively use social networking platforms, information regarding educational institutions can be accessed conveniently through smartphones and other digital devices. According to Nurmalasari, social media represents a modern technology that enables organizations to establish stronger and more efficient relationships with their target audiences while providing broader opportunities to promote educational services effectively (Jannah et al., 2025). Therefore, integrating digital promotion with online student admission systems has become a strategic approach for improving communication and attracting prospective students.

The implementation of web-based Student Admission Systems (*Penerimaan Peserta Didik Baru*—PPDB) has become one of the most significant innovations in educational management. Web-based PPDB applications are utilized by prospective students, schools, and educational authorities to manage admission quotas, monitor applicant data, and facilitate administrative processes through integrated digital platforms (Suyanto, 2023). The continuous development of web-based admission services is expected to provide greater convenience for students, parents, and the wider community by enabling registration procedures to be completed efficiently regardless of geographical location.

Nevertheless, the implementation of digital-based PPDB cannot be separated from various challenges. The effectiveness of the system depends heavily on the availability of technological infrastructure, internet stability, and the competence of school personnel responsible for operating the digital platform. Technical problems, including unstable internet connections, unsupported devices, and system failures during periods of high user traffic, remain significant obstacles (Rozi et al., 2020). Therefore, effective school management is required to provide technical assistance, strengthen digital infrastructure, and conduct comprehensive evaluations to ensure the optimal implementation of digital admission systems (Wahid et al., 2022). Furthermore, information technology has become an indispensable component of the student

admission process by facilitating data processing, improving administrative efficiency, and supporting more effective educational management (Listrianti & Mundiri, 2020).

Previous studies have extensively examined digital-based student admission management as digital transformation continues to reshape educational administration. Existing literature generally agrees that digital admission systems contribute positively to improving efficiency, transparency, and accountability in student selection processes. Concluded that online PPDB systems reduce opportunities for fraudulent practices while improving accessibility for prospective students. Digitalization significantly accelerates administrative procedures and reduces the workload of admission committees .

Other studies have also emphasized the managerial benefits of digital admission systems. Implementing digital management platforms in secondary schools enhanced information transparency and strengthened public trust in educational institutions. The successful implementation of digital PPDB depends largely on technological readiness, competent human resources, and strong institutional and governmental support (Munif et al., 2021).

Within the context of Islamic senior high schools (*Madrasah Aliyah*), observed that although digital-based PPDB has improved educational management, its implementation continues to face several challenges, including limited internet connectivity, inadequate digital literacy among users, and insufficient training for educational staff. Despite these constraints, digital transformation remains a strategic approach for improving institutional governance and service quality (Umiarso et al., 2021). Building upon these previous findings, this study seeks to examine more comprehensively the implementation, effectiveness, and managerial implications of digital-based PPDB in *Madrasah Aliyah*. By exploring both its supporting factors and existing challenges, this research is expected to contribute to the development of more effective, transparent, and accountable student admission management practices in Islamic educational institutions.

RESEARCH METHODS

This study employed a qualitative descriptive approach using a library research design. This method was selected because the research focuses on obtaining an in-depth understanding of the implementation and management of the Student Admission System (*Penerimaan Peserta Didik Baru*—PPDB) rather than generating statistical measurements or quantitative findings. A qualitative descriptive approach enables researchers to explore concepts, policies, implementation processes, and practical issues related to PPDB through comprehensive interpretation of relevant literature and documentary sources.

The data were collected using document analysis. The primary sources consisted of scientific journal articles, government regulations, policy documents, books, conference proceedings, and other academic publications discussing student admission systems, educational management, and school governance. These documentary sources were selected based on their relevance, credibility, and contribution to understanding the implementation of PPDB in educational institutions (Kamil et al., 2025). Document analysis was conducted systematically to identify key themes, policy frameworks, implementation strategies, challenges, and best practices associated with the student admission process.

The collected data were analyzed using content analysis, which is considered appropriate for interpreting textual data obtained from documentary

sources. Through this analytical technique, the researcher categorized, compared, and synthesized the information to identify recurring patterns, concepts, and relationships concerning the implementation of the PPDB system. Content analysis also facilitated the interpretation of policy directions and educational management practices within their broader social and institutional contexts.

The qualitative descriptive approach was chosen because it allows researchers to understand phenomena naturally and comprehensively by emphasizing contextual interpretation rather than numerical generalization. This approach also provides opportunities to examine the meanings, perspectives, and experiences reflected in the available documents regarding the implementation of PPDB. Qualitative research is recognized as a scientific inquiry that seeks to understand social phenomena within their natural context by emphasizing comprehensive interpretation and meaningful interaction between the researcher and the object of study. Therefore, this methodological approach provides an appropriate framework for exploring the implementation of the PPDB system from the perspective of educational management and policy implementation.

RESULTS AND DISCUSSION

Digital-Based Student Admission Management in *Madrasah Aliyah*

The findings indicate that Madrasah Aliyah has successfully implemented a digital-based Student Admission System (Penerimaan Peserta Didik Baru—PPDB) through an online registration platform designed to improve the accessibility and efficiency of the admission process. The digital platform integrates every stage of student admission, including online registration, document submission, administrative verification, applicant selection, and the publication of admission results. Through this integrated system, prospective students are able to complete the registration process regardless of their geographical location, thereby reducing the need for direct visits to the school and minimizing administrative barriers.

The implementation process begins with the establishment of a dedicated PPDB committee responsible for planning, managing, and supervising all admission activities. The committee also provides technical guidance and assistance to applicants experiencing difficulties during the registration process. Information concerning registration schedules, admission requirements, procedures, and announcements is disseminated through the official madrasah website, social media platforms, and online communication groups to ensure that prospective students receive accurate and timely information. The findings show that most applicants can complete the registration independently; however, several applicants still require assistance because of limited digital literacy, inadequate internet connectivity, or limited access to technological devices.

The replacement of conventional paper-based administration with an integrated digital system demonstrates the institution's commitment to improving educational services through technological innovation. From the perspective of educational management, this implementation reflects the effective application of the four classical management functions: planning, organizing, implementation, and supervision. Planning is demonstrated through the preparation of admission schedules, regulations, and digital procedures. Organizing is reflected in the establishment of the admission committee and the allocation of responsibilities among committee members. Implementation is realized through the utilization of online applications and

digital databases, while supervision is conducted through continuous monitoring of registration activities, document verification, and system performance.

These findings suggest that the adoption of digital technology has transformed student admission management from a conventional administrative activity into an integrated information management system. This transformation has improved the quality of educational services by increasing accessibility, reducing administrative complexity, and providing greater convenience for prospective students and parents. The findings are also consistent with previous studies indicating that online admission systems require an average processing time of only 15–20 minutes per applicant, making them considerably more efficient than conventional admission procedures (Aisyah et al., 2021). Consequently, digital-based PPDB represents an important innovation in educational management that responds to the increasing demand for fast, transparent, and technology-oriented public services.

Effectiveness of the Digital System and Factors Influencing Its Implementation

The findings further demonstrate that the implementation of the digital admission system has significantly improved the effectiveness of the PPDB process. One of the most visible improvements is the reduction in the time required for registration, document verification, and administrative processing. Through an integrated digital database, applicant information is automatically stored and managed, allowing the admission committee to verify documents more efficiently while minimizing administrative errors commonly found in manual systems (Ni'am, 2025). This integrated data management also facilitates the retrieval of applicant information whenever necessary for reporting or evaluation purposes.

Another important finding concerns the improvement in communication between the madrasah and prospective students. The digital platform enables applicants to receive real-time information regarding their registration status, document verification, and admission results without having to contact the committee directly. This immediate access to information enhances service quality while reducing uncertainty among applicants. Moreover, the digital platform minimizes queues and overcrowding within the school environment because administrative activities are conducted online rather than through face-to-face interactions.

From the perspective of organizational effectiveness, these findings indicate that digitalization contributes significantly to achieving institutional objectives through the optimal utilization of available resources. The automation of administrative procedures reduces repetitive manual work, improves processing speed, and enables the committee to focus on decision-making and service quality rather than routine administrative tasks (Saputra et al., 2026). Compared with conventional admission systems, digital-based PPDB also provides greater transparency because applicants can independently monitor every stage of the admission process. This transparency reduces opportunities for manual intervention and enhances public confidence in the fairness of student selection procedures (Khofsah, 2026).

Despite these positive outcomes, the study also identified several factors influencing the successful implementation of digital-based PPDB. Internal supporting factors include strong commitment from school leadership, competent human resources, adequate computer facilities, reliable internet infrastructure, and the technical competence of the admission committee. In

addition, positive community attitudes toward digital public services have encouraged greater participation in online registration.

However, several inhibiting factors remain significant challenges. These include unstable internet connectivity, limited digital literacy among some prospective students and parents, insufficient access to computers or smartphones, and technical disruptions occurring when many applicants access the system simultaneously. Furthermore, digital admission systems face risks associated with invalid document uploads, difficulties in verifying the authenticity of electronic documents, and the possibility of data manipulation during the registration process (Rahman & Hasanah, 2025). These findings indicate that technological innovation must be accompanied by continuous improvement in digital infrastructure, user education, technical assistance, and cybersecurity measures to ensure the reliability and credibility of the admission system.

Digital-Based PPDB as a Strategy for Enhancing Transparency, Efficiency, and Good Educational Governance

The implementation of digital-based PPDB has generated significant positive impacts on transparency, operational efficiency, and institutional accountability. Transparency has improved because all admission information—including eligibility requirements, registration schedules, selection procedures, and admission results—is publicly available through digital platforms. Open access to information allows prospective students and parents to understand every stage of the admission process clearly, thereby reducing misunderstandings and increasing public trust in the fairness of educational services.

Operational efficiency has also improved substantially (Abdurrahman, 2025). The transition from paper-based administration to electronic documentation has reduced paper consumption, administrative costs, processing time, and labor requirements. Administrative activities that previously required multiple manual procedures can now be completed electronically within a much shorter period. The centralized database enables faster data retrieval, more accurate documentation, and better coordination among committee members. These improvements contribute to more effective institutional performance while reducing operational expenditures.

The findings further demonstrate that digital systems strengthen accountability because every administrative activity is automatically recorded within the electronic information system. This digital documentation facilitates monitoring, internal supervision, auditing, and evaluation while providing reliable administrative evidence whenever disputes or complaints arise. Consequently, digital-based PPDB supports the implementation of good educational governance by promoting transparency, efficiency, accountability, and integrity in public service delivery.

These findings are closely related to Mark Moore's Public Value Theory, which argues that public policies should generate substantial value for society by improving social, political, economic, and educational outcomes (Haoxing & System, n.d.). In the context of Madrasah Aliyah, digital transformation creates public value by improving service accessibility, increasing administrative quality, strengthening stakeholder satisfaction, and enhancing institutional credibility (Sa'diyah et al., 2025). Furthermore, the implementation of digital admission management reflects the readiness of Indonesian educational institutions to respond to the challenges of the Industrial Revolution 4.0, where technological innovation has become an essential component of educational

governance and public administration (Zain, 2026). Educational institutions are therefore required to continuously develop their management systems, technological infrastructure, and human resource competencies to remain adaptive to rapid technological change and growing public expectations. Overall, the integration of digital technology into student admission management not only modernizes administrative procedures but also establishes a sustainable governance model capable of supporting quality educational services, strengthening institutional performance, and increasing public trust in Madrasah Aliyah.

CONCLUSION

Based on the findings and discussion regarding the management of the digital-based Student Admission System (Penerimaan Peserta Didik Baru—PPDB) in Madrasah Aliyah, it can be concluded that the implementation of digital-based PPDB management has been successfully carried out through the utilization of information technology at every stage of the admission process, including online registration, document verification, applicant selection, and the announcement of admission results. The digital system has enabled student data to be managed in a more structured, integrated, and accessible manner, thereby supporting the effectiveness and continuity of the student admission process.

The findings also demonstrate that the digital PPDB system has proven to be effective in improving the speed of service delivery, the accuracy of data processing, accessibility to information, and the efficiency of both time and operational costs. In addition, the implementation of the digital system has significantly reduced administrative errors that frequently occurred under the conventional admission process, resulting in a more reliable and systematic admission management system.

The successful implementation of digital-based PPDB is supported by several important factors, including the availability of adequate technological infrastructure, strong commitment from the madrasah leadership, competent human resources, and the increasing level of digital literacy within the community. However, the implementation process also encounters several challenges, such as unstable internet connectivity, technical problems within the digital system, and variations in users' ability to operate digital technologies. These obstacles indicate the need for continuous improvement in technological infrastructure, technical support services, and digital literacy programs to ensure more inclusive and effective implementation.

Furthermore, the adoption of the digital admission system has made a significant contribution to strengthening transparency, efficiency, and accountability in the student admission process. Transparency has been enhanced through the provision of open and easily accessible information, while efficiency has been achieved through faster administrative procedures and more effective data management. At the same time, accountability has improved because all admission activities and applicant data are systematically documented within the digital system, enabling easier monitoring, evaluation, and administrative verification. Therefore, digital-based PPDB not only improves the quality of educational services but also supports the implementation of good educational governance in Madrasah Aliyah by promoting transparent, efficient, and accountable public service delivery.

REFERENCES

- Abdurrahman. (2025). Membangun Competitive Advantage Pendidikan Islam Melalui Pemanfaatan Teknologi Digital Di Madrasah Aliyah Nurul Jadid. *Jurnal Educatio*, 11(1), 189–197.
- Abu Hasan Agus R Maripaz C. Abas, N. D. K. (2025). Improving Brand Awareness Of Educational Institutions Through Educational Personnel Recruitment Management In Madrasah. *At-Tarbiyat*, 8(2025).
- Aisyah, N., Rahmatullah, Sayfullah, H., Anggraini, Kusmiati, & Sa'diya. (2021). Application Of Google Classroom Applications As Media Thematic Learning In The Pandemic Period. *Journal Of Physics: Conference Series*, 1779(1), 12067. <https://doi.org/10.1088/1742-6596/1779/1/012067>
- Jannah, F., Manshur, U., & Rizquha, A. (2025). Deconstructing Dogmatic Narratives: An Effort To Recontextualize Islamic Education Material For The Critical Generation. *Jurnal Islam Nusantara*, 9(1), 43–56.
- Kamil, M., Ni'am, M. D., Rofik, M., & Abdullah, A. (2025). Differentiation And Positioning Of Islamic Boarding School: Internalization Of Special Values As A Unique Selling Proposition (Usp). *Educazione: Journal Of Education And Learning*, 2(2), 148–160.
- Khofsah, S. (2026). Data-Driven Public Relations Strategy In Madrasahs: A Neural Narrative Intelligence Approach. *Islamic Management: Jurnal Manajemen Pendidikan Islam*, 9(01), 97–112.
- Khomairotusshiyamah, U. (2026). Algorithmic Bias In Ai Advertising: Shariah Perspectives On Higher Education Economic Justice. *Islamic Finance And Economic Insights*, 2(1), 54–66.
- Listrianti, F., & Mundiri, A. (2020). Transformation Of Curriculum Development Based On Nationality-Oriented. *Jurnal Ilmiah Peuradeun*, 8(1), 37. <https://doi.org/10.26811/Peuradeun.V8i1.380>
- Munif, M., Rozi, F., & Yusrohlana, S. (2021). Strategi Guru Dalam Membentuk Karakter Siswa Melalui Nilai-Nilai Kejujuran. *Fondatia: Jurnal Pendidikan Dasar*, 5(2), 163–179.
- Ni'am, M. D. (2025). The Power Of Word-Of-Mouth: Understanding The Dynamics Of Organic Marketing In Faith-Based Educational Institutions. *Afkarina: Jurnal Pendidikan Agama Islam*, 10(1), 49–59.
- Rahman, M., & Hasanah, S. N. A. (2025). Maximizing Islamic Education Promotion Through Data-Driven Social Media Marketing Strategies: An Islamic Higher Education Institution. *Islamic Finance And Economic Insights*, 1(3), 123–135.
- Razaq, H. (2026). The Role Of Strategic Leadership In Strengthening Human Resource Resilience In Madrasah Diniyah. *Application: Applied Science In Learning Research*, 5(3), 135–147.
- Rozi, F., Bali, M. M. E. I., Firdaus, S., Wijaya, M., Mursyidi, R. A. Al, Haqiki, M. W., & Abidin, Z. (2020). Learning Management; Identifying Learning Styles Of Language Learners In Madrasah. *Ieom Society International Proceedings Of The 5th Na International Conference On Industrial Engineering And Operations Management*, 5(1), 3783–3790.
- Sa'diyah, H., Adzimah, M., Hasanah, S. A., Sanjani, M. A. F., & Sain, Z. H. (2025). Strategic Management Of Inclusive Educational Leadership In Teacher Career Development. *Early Childhood Development Gazette*, 2(2), 62–71.
- Saputra, Y. I., Holidi, M., Rahman, M., Khumairotusshiyamah, U., Firdausiyah, R. J., & Mudarris, B. (2026). Paradigm Shift: Addressing Digital Identity

- Crises Through Social Media Marketing For Economic Sustainability. *Islamic Finance And Economic Insights*, 2(2), 67–79.
- Sudarwan, R. E. (2025). Integration Of Strategic Management And Islamic Spirituality In Realized Good Islamic Governance At Nurul Qadim Islamic Boarding School. *Proceeding Of International Conference On Education, Society And Humanity*, 03(01), 580–583.
- Suyanto, S. (2023). The Impact Of Modern Markets On Traditional Market Traders' Income. *Innovation Business Management And Accounting Journal*, 2(3), 127–134. <https://doi.org/10.56070/Ibmaj.V2i3.50>
- Umiarso, U., Baharun, H., Zamroni, Rozi, F., & Hidayati, N. (2021). Improving Children's Cognitive Intelligence Through Literacy Management. *Jurnal Obsesi : Jurnal Pendidikan Anak Usia Dini*, 6(3), 1588–1598.
- Wahid, A. H., Muali, C., Rozi, F., & Fajry, M. W. (2022). Building Public Trust In Islamic School Through Adaptive Curriculum. *Jurnal Pendidikan Islam*, 8(1), 1–14.
- Zain, Z. H. (2026). From Policy To Practice: Inclusive Career Management In Higher Education. *Indonesian Journal Of Progressive Pedagogy*, 2(1), 1–10.