



ACCEPTANCE OF NEW STUDENTS IN THE COVID-19 PERIOD NEUROSCIENCE PERSPECTIVE: A CASE STUDY AT SMK MUHAMMADIYAH 3 YOGYAKARTA

¹Mohammad Jailani, ²Suyadi, ³Kartika Wanojaleni

¹Universitas Ahmad Dahlan, ² Universitas Ahmad Dahlan, ³STAI Sufyan Tsauri Majenang

¹mohammad2007052014@webmail.uad.ac.id, ²suyadi@fai.uad.ac.id,

³tikawanoja@gmail.com

Abstract

The presence of COVID-19 in 2019, precisely in March, opened new horizons in all parts of the world. It is a separate historical record that has shaken and worried about all social stratification, especially in Indonesia. As an impact, in the realm of education, the impact of the socio-economic impact of schools, for example at SMK Muhammadiyah 3 Yogyakarta, experienced a significant decrease in PPDB income. The purpose of this study is to find a student admission management model from a neuroscience perspective that has implications for the PPDB management of the Muhammadiyah 3 Yogyakarta vocational school during the COVID-19 period. This research is a Field Research (Field Study) with a qualitative descriptive approach. The data collection technique of this research is through the results of observations, interviews, and Documentation with the Principal, Deputy Head of Student Affairs, Deputy Head of Public Relations, Head of PPDB and prospective new students of SMK Muhammadiyah 3 Yogyakarta. The data analysis technique used is fenomenology, namely the technique to draw conclusions based on the data obtained in accordance with the objectives of this study. The results of this study prove that the new student admissions management model with the Neuroscience approach is an alternative to schools during the COVID-19 pandemic. During the COVID-10 pandemic, the income of prospective students who previously had a percentage showed mines with such an income. Due to the socio-economic impact of COVID-19, and zoning of public schools. With that, the Muhammadiyah 3 Yogyakarta Vocational School responded with a Neuroscience approach in mid-2020 to date, giving optimism and social enthusiasm that affect the sensitivity of the dimensional brain (normal brain, healthy and smart) towards prospective new students and parents. Thus, gradually, Muhammadiyah 3 Yogyakarta Vocational High School has experienced an increase in PPDB and the welfare of employee teachers, which has implications for the social and educational aspects of the COVID-19 period.

Key words: COVID-19, PPDB, Neuroscience SMK Muhammadiyah 3 Yogyakarta.

INTRODUCTION

The main problem in this study is the decline in student income in the admission of new students in Muhammadiyah schools, especially explicitly at SMK Muhammadiyah 3 Yogyakarta. Influencing school management policies, namely income and school budgets, specifically on the welfare of teachers, school employees (Supri Handono, 2021). Commensurate with this, related to the existing problems, the arrival of the COVID-19 pandemic has affected the registration of prospective new students, which has decreased dramatically. It is known that in Muhammadiyah 3 Yogyakarta schools before the COVID-19 pandemic period, the income of new students was up to 500-400 new students in

all classes of grade X (Ten) majors in all skill competencies, but in the new school year 2020, in line with the COVID-19 pandemic, student income was reduced to 250 (Muh. Al-Rifki 2021). This was caused by the COVID-19 period affecting the socio-economy of SMK Muhammadiyah 3 Yogyakarta. This turmoil was marked in 2020, COVID-19 opened new horizons throughout the history of Education which greatly affected Psychosocial and Neurospiritual social stratification in Indonesian Education related to marketing, public relations, acceptance of new students (Suyadi, 2019a).

So far, research on the management of new marketing student admissions conducted by school public relations has focused a lot on the situation faced with the impact of the COVID-19 pandemic (Suyadi, Nuryana, and Fauzi 2020). And Steps for implementing the acceptance of new students by online-based means (Wahyono, Husamah, and Budi 2020). In the study, researchers found two references as well as references to further research whose implications will affect future new student admission research, efficiently in the income of new student admissions. Clearly, previous research raised the study of the acceptance of new students in terms of online implementation with the object of research at SMP IT Tambun Islamic School, the research proved with the results of his research that in the implementation of new student admission activities, a website-based system is needed from the process of registering, selecting and announcing results can be accessed from the homes of each prospective new student and parents. Answering problems due to the increasing COVID-19 virus which is increasing day by day, with the concern of new students When registering directly to come to school, it actually adds to the increase in new cases of patients or new students affected by the COVID-19 virus. This was conveyed by (Sofica et al. 2020). Commensurate with Al-khowarizmi's research, in 2020 he stated in his research that to adjust to the circumstances of the COVID-19 pandemic, the only alternative that can be taken is that the acceptance of students must be carried out online from the previous conventional. This research is almost the same as Verra's research on difference therapy, this research is a field study with the object of his research at the elementary school and kindergarten levels, precisely at SD Alam Semangat Bangsa and TK Kartini, Medan District, Johor (Al-khowarizmi, Maulana, and Basit 2020). That way, this research with its novelty position of researchers offers more research that discusses the acceptance of new students with a neuroscience approach. Directing prospective new students and parents to remain enthusiastic and not discouraged by the impact of the COVID-19 pandemic.

The purpose of this study is to find a new model of acceptance of learners with a Neuroscience approach in psychosocial aspects. Neuroscience as the key word, "optimization of human activities relies on the brain" the *science that studies the brain and nerve cells of the human brain is called Neuroscience* (Fadilah and Suyadi 2020). Suyadi said that every student needs an approach and coaching in order to make a good person (Ruri Afria Nursa 2020), in the perspective of Neuroscience good coaching in Islamic religious education in students and early childhood depends on their brains (Suyadi, 2020: p. 48). Looking at the literature facts above, namely in previous studies that only led to the psychological impact of COVID-19, as well as aspects of online implementation (long distance relationships) in the implementation of accepting new students, during COVID-19 at the kindergarten, elementary, junior high school levels (Desfa et al. 2020).

This study is based on the argument that with the emergence of the spread of the COVID-19 virus, the addition of new clusters of COVID-19 patients who are positive for COVID-19 (Suyadi et al. 2019) increases. The impact that has an impact on the socio-economy of the community. In the psychosocial aspect, new students and parents need to be given input and motivation to keep the spirit of learning during the COVID-19 pandemic (Saibah and Suyadi 2020). Based on the findings of a preliminary study that in SMK Muhammadiyah the income of new students in the 2020 school year decreased from the process every year 500 to now 250 (Apriloka, Suyadi, and Na'imah 2020). The economic aspect related to school income has also decreased which affects the welfare of teachers, employees. Researchers provide alternatives to new students and parents with a Neuroscience approach where new students remain innovative and have a spirit in Education during COVID-19 (Suyadi 2019b). The acceptance model of new students with a neuroscience approach is also supported by online-based promotion and digitalization-based social media today. In order to facilitate prospective new learners and parents.

METHOD

This research was conducted at SMK Muhammadiyah 3 Yogyakarta. The subjects of this study are the Principal, Waka Kesiswaan, Waka PR, Head of PPDB, Prospective New Students. The approach taken in this study is a qualitative approach and uses descriptive research methods *Field Research (Field Studies)* as a researcher's effort to find the results of the research "Acceptance of new students

at SMK Muhammadiyah 3 Yogyakarta Neuroscience Perspective" at SMK Muhammadiyah 3 Yogyakarta (Darmalaksana 2020). In order to disclose these data, it is necessary to observe and interact directly with school management (Principal, Waka Kesiswaan, Waka Public Relations and prospective new students) (Abdurachman and Situbondo 2020). Qualitative theory is a theory raised from dasar aau gounded theory (Setiawan, Witama, and Hikmah 2020). The data analysis technique used by Phenemenology analysis is to draw conclusions based on the data obtained and based on research objectives (Hafizzullah, Dapit Amril 2020). Data collection techniques in this study used interview, observation, and documentation methods (Kusumawati 2020).

RESULTS AND DISCUSSION

Based on the formulation of the problem and the applied research methodology, the results of this research are assembled into the substance of the main discussion and study related to the school management model related to the community of accepting new students. The first researcher explained the results of his findings related to the promotion of online acceptance of new students during the COVID-19 pandemic, following up on previous research... Utilization of promotion of admission of new students conventionally on the basis of the school website. The two researchers analyzed the results of their findings, namely the acceptance of new students with the Neurosians approach, scientific science collaboration, namely about the brain, was collaborated with school management science (PPDB promotion marketing) which implicated creative and innovative ideas efficiently during the COVID-19 and industrial revolution 5.0.

1. Online Management of New Student Admission Promotion

Hendro believes that the management of new students is not only in the form of student data records but also covers broader aspects in an effort to improve and develop all the abilities possessed by students through the process of education in schools (Hendro Widodo and Nurhayati 2020). This was emphasized by Arikunto and Yuliana that not all things related to students, including student management, but also included in other management (Hendro Widodo and Nurhayati 2020). Hendro explained in his understanding, grouping students to form learning groups, including curriculum management, but recording student learning outcomes can be categorized as student management. Ari Kunto emphasized that there were 4 groups of management scope during the school entrance process until students left it (Hendro Widodo and Nurhayati 2020).

Acceptance of new students is very important for a school because this event is the starting point that determines the smooth running of a school's tasks (Widodo 2019). There are three pathways in accepting new students, namely: 1. Jalaur regular, 2. Special intelligent path special talent special talent (CIBI), for CIBI must get a letter of *assessment results* from the psychology consultation unit; and c) academic and non-academic achievement paths (Widodo 2017). Management errors in the admission of new students can determine the success or failure of education efforts in the school concerned (Widodo 2018a). The duties of the admissions committee include: 1. Ensuring the number of students accepted; 2. Determine the terms of admission of new students; 3. Carry out screening; 4. Hold an announcement of acceptance; 5. Re-register candidates who have been accepted; 6. Report the results of their work to school leaders; and 7. Student Administration (Widodo 2018b).

PPDB is an activity or the first process in a school institution, where PPDB goes through a selection that has been determined by the school to prospective new students or students. PPDB in an educational institution is very important, because the existence of an efficiently regulated PPDB process will have a great impact on related schools in the field of registration (Al-khowarizmi, Maulana, and Basit 2020). It affects students to become part of the students in the school. So that prospective students who become new students directly school operations will provide benefits and the teaching and learning process that will be carried out will run straight without obstacles (Sofica et al. 2020). This is closely related to learning, which is a unity between students and educators (teachers) (Ramdhani & Susetyo, 2020).

The implementation of online student acceptance cannot be released with the word online or remotely or by online or communicating through cyberspace (social media) in the sense that the term online means connected to a computer network (Sofica et al. 2020). In general, online or online shows a connected state (Kemenristekdikti, 2017). In KBBI online is short for the term network. Automatically online can be interpreted as a computer state that can exchange information with each other because basically it is well connected (Yusti Farlina 2017).

Considering the elaboration of the research findings above, researchers also in fact revealed related to the results of research at SMK Muhamadiyah 3 Yogyakarta through respondents, interviews, and surveys directly, both data obtained online (whatsapp Group, as well as the School Website (Admin Dapodik), and interviews with public relations representatives of SMK

Muhammadiyah 3 Yogyakarta (Irman Tribuana 2021). Regarding the implementation of new student management during COVID-19, there are many ways taken by school management, especially the Vice Principal of Public Relations (School Admin 2021). Both through conventional and online from things that are online, for example creating school websites to installing posters and banners on the street (Sudrajat et al. 2020). Here are the data findings in this study:



Figure 1. Brochure for Accepting New Students in the Time of COVID-19 (Irman Tribuana 2021)

Figure 1. Explained that one of the promotions carried out by SMK Muhammadiyah 3 Yogyakarta during the COVID-19 pandemic. Provide brochures to junior high schools or MTS, both self-sufficient and state. Usually, SMK Muhammadiyah 3 Yogyakarta distributes and gives brochures to neighboring school colleagues. This means that the school has carried out and collaborated with evidenced by the MoU with the intended school. This is usually carried out by SMK Muhammadiyah 3 Yogyakarta as a facility to get new prospective students and attract sympathizers of prospective students in the destination school just for example at SMP Muhammadiyah 7 Yogyakarta. This means that SMK Muhammadiyah 3 Yogyakarta does a good job with SMP Muhammadiyah 7 Yogyakarta.

Furthermore, the results of the second research according to the results of research in the field, namely at SMK Muhammadiyah 3 Yogyakarta in the

form of a brochure that offers school fees as a way to attract the sympathy of students and parents. See the following image:

SMK MUHAMMADIYAH 3 YOGYAKARTA

PENERIMAAN PESERTA DIDIK BARU TAHUN PELAJARAN 2021/2022

GEL III : 1 MEI - JULI 2021

Jurusan:

- ★ Farmasi
- ★ Teknik Pemesinan
- ★ Teknik Audio Video
- ★ Teknik Instalasi Tenaga Listrik
- ★ Teknik Komputer dan Jaringan
- ★ Teknik dan Bisnis Sepeda Motor
- ★ Teknik Kendaraan Ringan Otomotif
- ★ Desain Pemodelan dan Informasi Bangunan

FASILITAS

- ★ Asrama Sekolah
- ★ Bengkel/Lab berstandar industri
- ★ Peralatan Bengkel/Lab Lengkap dan Modern
- ★ Dicarikan kontrakan/kos di sekitar sekolah
- ★ Bimbingan masuk Perguruan Tinggi favorit
- ★ Pendampingan kerja setelah lulus

RINCIAN BIAYA

Sumbangan DPP	Rp. 3.500.000,-
Daftar Ulang	Rp. 1.955.000,-
Potongan Biaya Gel. III (s/d Juli 2021)	Rp. 1.500.000,-
TOTAL BIAYA	Rp. 3.955.000,- *

Sebagai bentuk kepedulian di masa pandemi, calon siswa dapat mendafar dengan MENCUPIKAN BIAYA BEKAPUNI
* Biaya dapat diangsur selama setahun

Info PPDB:

Rifqi 0856 4367 8400
Nini 0856 4392 0078

<https://ppdb.smkmuh3-yog.sch.id/>

www.smkmuh3-yog.sch.id

Figure 2. Cost Breakdown Brochure (Irman Tribuana 2021).

During the COVID-19 pandemic, the strategy carried out by school management, especially the public relations of SMK Muhammadiyah 3 Yogyakarta is to share the brochure above which contains details of school fees from DPP donations, re-register, Wave 3 fee discounts, namely until July 2021 with a total affordable cost of 3,955,000 rupiah with existing facilities and facilities including school dormitories, Industrial standard workshops / labs, complete and modern workshop / lab equipment, sought rental / boarding around the school, guidance to enter favorite universities and work assistance after graduation. Thus, the promotion of students by school public relations is shared through school groups or by instructing homeroom teachers. This includes innovative and creative promotions during the COVID-19 pandemic.



Figure 3 a.
PPDB Promotion Team Group

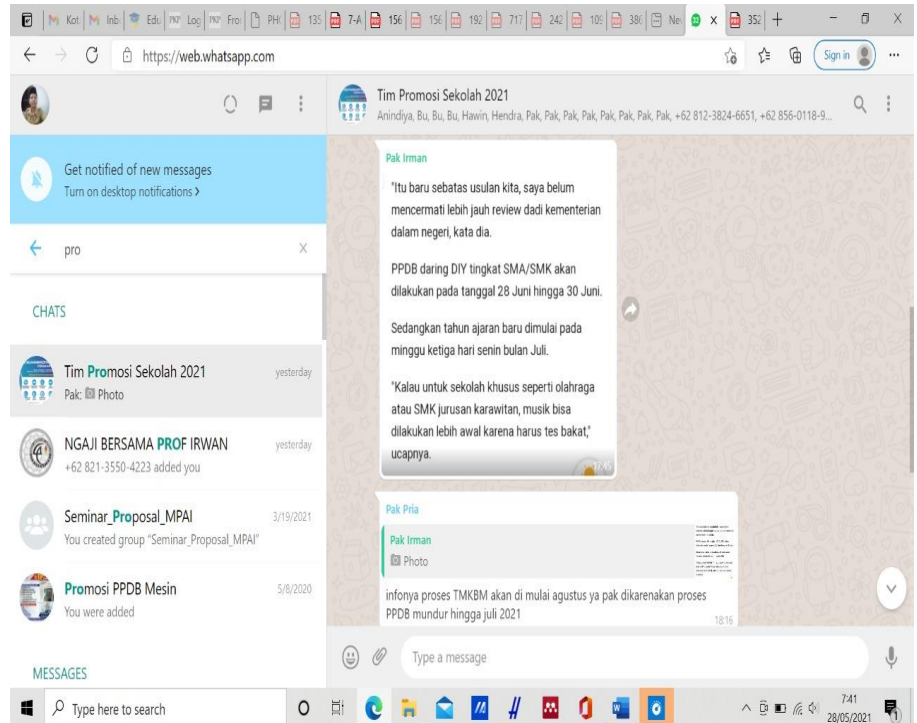


Figure 3 b.
PPDB Promotion Team Group SMK Muh 3 Yk.

Source: research results through public relations of SMK Muhammadiyah 3 Yogyakarta

The picture above is a means of discussion to accommodate ideas for various kinds of ideas in order to produce a number of new students in accordance with the target rombongan belajar per class in schools from various majors at SMK Muhammadiyah 3 Yogyakarta. The group is used by the PPDB team from various tasks, some are teams giving brochures to partner schools and there are also teams that are presentations at destination schools, but during the COVID-19 pandemic presentations are carried out virtually or online. The team also serves as an MOU visit to nearby colleague schools.

2. Promotion of Acceptance of New Learners with a Neuroscience Approach

Indonesia is still struggling in the midst of the COVID-19 pandemic whose cluster spread is increasing day by day (Sofica et al. 2020). The world of education is also experiencing its impact, requiring attention to prevent the expansion of COVID-19 (Ministry of Education and Culture 2020). March also coincides with the start of the admission program for new students or prospective new students

(Suyadi, Nuryana, and Fauzi 2020). What is better known is that students' school activities are carried out from home online or online. Together with the absence of the 2020 National exam (Novriana Satria Perdana 2019). Each school has different PPDB marketing management strategies in welcoming new students. Both at the level of Islamic-based schools (Muhammadiyah) or other private schools. In Yogyakarta, there are many issues related to the acceptance of new students during the COVID-19 pandemic. Including school zoning, which results in private schools and public schools competing with each other in getting new students or looking for as many prospective new students (Al-khowarizmi, Maulana, and Basit 2020). There is another very precarious between private schools and other private schools competing with each other to get new students. Including Muhammadiyah-based schools along with other Muhammadiyah schools. However, this time it is different from SMK Muhammadiyah 3 Yogyakarta, even though during the COVID-19 pandemic, it remains creative and innovative regarding PPDB promotion management in 2021. This year is also still related to the online period or conducting PPDB activities online or online, but the school still opens prospective students with parents to continue to register with school or find information about SMK Muhammadiyah 3 Yogyakarta schools. In 2021, SMK Muhammadiyah 3 Yogyakarta is different from other years and previous years. It is the management used or marketing that is used with a neuroscience approach, or with an approach that responds to the brains of prospective new learners and parents. Which aims to provide stimulus and motivation so that prospective new students can enroll at SMK Muhammadiyah 3 Yogyakarta.

Etymologically, Neuroscience is a *neural science that* studies the nervous system, especially studying *neurons* or nerve cells, with a multidisciplinary approach. Terminologically, neuroscience is a field of science that specializes in the scientific study of the nervous system. On this basis, neuroscience is also referred to as the science that studies the brain and all the functions of the back nerve.

Thus, in the new student acceptance model like this directs prospective new students to adjust to existing brain functions. Researchers put more emphasis into the three-dimensional perspective of the brain in the perspective of neuroscience. Prospective new learners are faced with this approach, namely through a three-dimensional brain better known as a normal brain, healthy brain, and intelligent. Suyadi as a Muslim Scientist of Neuroscience argues that intelligent thinking is not partial-particular thinking; rational only, emotional only or spiritual only, but all three, namely rational emotional and spiritual thinking at once. Including philosophers call it introducing radical thinking through ethics (good-bad),

aesthetics (beautiful-ugly), and logic (right-wrong) (Suyadi 2017). Suyadi explained that he welcomed radical thinking with the understanding of critical thinking, ethical thinking, and aesthetic thinking (Suyadi 2020). Therefore, education must educate the life of the nation (Suyadi, 2018). This intelligence can be done by developing or changing a normal, healthy, and intelligent brain (Suyadi 2019c). Here is a three-dimensional sense picture:



Figure 4. Three-dimensional brain (Ariefs 2013).

The picture above is a three-dimensional brain collection of normal brain, healthy brain, and intelligent brain, Suyadi explained in detail so far the terms normal brain and healthy brain have been scattered in various neuroscience study literature, but have not found adequate meaning, even often used one after another so that it seems overlapping (Fadilah and Suyadi 2020). Therefore, Taufiq Pasiak, interprets normal brain and healthy brain differently with their respective repositioning (Suyadi 2017). According to Suyadi, he added one more term as a continuation of the two, namely the intelligent brain. As the notions of a normal brain and a healthy brain have been understood overlappingly, so too is the term intelligent brain (Kharisma Noor Latifatul Mahmudah 2020). So, so far, the intelligent brain is understood differently so as not to say misconceptions and has not yet obtained the appropriate meaning (Suyadi and Widodo 2019). With the addition of this one term (intelligent brain), the three according to Suyadi, (normal

brain, healthy brain, and intelligent brain) become a whole series called the three-dimensional brain (Brilliant brain) (Suyadi 2020). The approach used by SMK Muhammadiyah 3 Yogyakarta leads to the brains of prospective new students. The following are the results of the income of prospective new students at SMK Muhammadiyah 3 Yogyakarta in 2021 temporarily due to the policy of the Yogyakarta City government being extended, see the following picture:

No	Study Program	Total	
		Male	Female
1	Building Modeling and Information Design	40	10
2	Automated Light Vehicle Engineering	50	0
3	Motorcycle Engineering and Business	35	0
4	Computer and Network Engineering	50	10
5	Electrical Power Installation Engineering	20	0
6	Vido Audio Engineering	20	5
7	Mechanical Engineering	40	0
8	Pharmacy	3	30

Table 1. Revenue for Admission of New Students of SMK Muhammasiyah 3 Yogyakarta.

The results of the research tabulation above show the income results of prospective new students at SMK Muhammadiyah 3 Yogyakarta. According to the interview time with the Chairman of PPDB SMK Muhammadiyah 3 Yogyakarta in 2021. According to the data on the amount of income as in the table. From the Department of Development Information Modeling Design, Automated Light Vehicle Engineering, Motor Sepda Engineering and Business, Computer and Network Engineering, Electric Power Installation Engineering, Vido Audio Engineering, Vido Audio Engineering, Mechanical Engineering, and pharmacy. Usually, the majors that are most in demand by prospective students are DPIB and Light vehicle Engineering majors. But behind the tabulation results, the approach used in hooking prospective new students is aimed at a more explicit brain approach to dimensional brain performance.



Picture 1. Poster SMK Muhammadiyah 3 Yogyakarta (Muh. Al-Rifki 2021).

The picture above is a poster of PPDB SMK Muhamamdiyah 3 Yogyakarta commonly used on taruk and installed on the streets. Along the way besa city and in the village the aim is to attract the sympathy of prospective students and parents to enter SMK Muhammadiyah 3 Yogyakarta. Following up on these efforts or strategies, the team also directly met prospective students at home according to neighbor information from teachers, employees of SMK Muhammadiyah 3 Yogyakarta. In short, the essence of communication or the path of relationship of the PPDB team is to take a Neuroscience and Psychosocial approach, where during the COVID-19 Pandemic, most students and parents are depressed due to the impact of the COVID-19 Virus pandemic. Results of interviews with prospective students and parents: "it's better to just be at the junior high school level, seeing the high price of school fees in all schools in Jogja". Seeing such information, the PPDB team is looking for solutions that are in accordance with the roles of parents and prospective students, namely approaching with Neurosians, the role of brain function means that prospective students and parents are not stressed and very anxious. Just an example of evidence or words submitted to students by the PPDB team: "mtoben nopo" bu child You only go to school at SMK Muhamamdiyah 3 Yogyakarta, there the cost is very affordable and can still be paid in installments by you and your sister, monggo school at SMK Muhammadiyah 3 Yogyakarta, God

willing, we accept the important thing is that your child / father has the will and really wants to go to school, hopefully Allah will give good sustenance and solutions to you." Little of the results of the communication were presented to researchers according to interviews at school.

CONCLUSION

Based on the results of research and discussion, it turns out that the new student admission promotion model with a Neuroscience approach as a solution for new student admission management during the COVID-19 pandemic in finding prospective students and screening students to become disciplined and competent prospective students in schools. Especially at SMK Muhammadiyah 3 Yogyakarta, which previously during the COVID-19 pandemic, the acceptance of new students experienced a decrease in the opinion of prospective students with several existing problems that had implications for school life and teacher welfare of SMK Muhammadiyah 3 Yogyakarta employees. In the middle of early 2020 and at the beginning of 2021, income gradually increased and progressed with the response of prospective students and parents with a Neuroscience approach. That is with this approach that utilizes the three-dimensional brain (healthy brain, normal brain, and intelligent brain) prospective students and parents respond well no longer stress and drop out in education. Thus, PPDB marketing management with a Neuroscience approach makes it easier for schools to attract prospective students.

This research certainly has limitations, namely in the content and substance of research that has been studied in particular in school management or education management. Which is sustainable with the management of the admission of new students. Given the importance of this study, researchers recommend that further research be carried out in order to find complex and nutritious research results just an example of Qur'an-based PPDB management or PPDB marketing management with a Scientific Tahajjud approach, which is still in response to the interdisciplinary management science of Islamic Education and Islamic Education.

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