



ISSN 2621- 458X

**TRANSFORMATION OF PPDB TOWARDS DIGITALIZATION: CONVENIENCE  
AND CHALLENGES IN THE ONLINE REGISTRATION SYSTEM AT  
<https://smkn1barru.sch.id/ppdb.php>**

*TRANSFORMASI PPDB MENUJU DIGITALISASI: KEMUDAHAN DAN TANTANGAN  
DALAM SISTEM PENDAFTARAN ONLINE  
DI <https://smkn1barru.sch.id/ppdb.php>*

*Dian Pratiwi  
ITBA Al Gazali Barru  
[dianpratiwi@algazali.ac.id](mailto:dianpratiwi@algazali.ac.id)  
A.Aminah  
ITBA Al Gazali Barru  
[aaminah@algazali.ac.id](mailto:aaminah@algazali.ac.id)*

**ABSTRACT**

New Student Admissions (PPDB) is an important moment in the world of education that continues to develop every year, especially in the application of digital technology. This study examines the transformation of the manual PPDB system into a digital-based one that has been implemented in various schools in Indonesia, including SMK Negeri 1 Barru. Through a digital system, the previously complicated PPDB process can now be simplified, making registration easier, faster, and more transparent for prospective students and schools. For prospective students who wish to register at SMK Negeri 1 Barru, registration can be done via <https://smkn1barru.sch.id/ppdb.php>. However, despite presenting many advantages, the implementation of digital PPDB also has its own challenges, such as limited internet access, lack of understanding of technology, and security of personal data. This study aims to identify the benefits, challenges, and impacts of the digital PPDB system, as well as provide guidance for schools that wish to adopt a similar system in the future. Using a qualitative descriptive analysis method, this study found that the digitalization of PPDB not only increases registration efficiency but is also an important step in supporting the advancement of technology-based education.

**Keywords:** Digital PPDB, online registration, transformation, digitalization



lisensi CC BY

## A.INTRODUCTION

Education is foundational to the development of human resources and is essential for building a skilled, knowledgeable society. To achieve high-quality human resources, an effective educational system and access to quality education are vital. Government initiatives play a significant role in ensuring access to quality education, while schools, as formal educational institutions, bear the responsibility of delivering such services effectively.

As outlined in Article 11, Paragraph 1 of Indonesia's National Education System Act of 2003, the government, along with regional administrations, is required to provide services and facilitate quality education for every citizen without discrimination (Dedi Setiawan, 2016). Further, as stated by Basofi Sopianto (2015) in *The Implementation of Online Student Admission Policies (PPDB) in Senior High Schools in Pekanbaru City, 2011-2013*, Indonesian Government Regulation No. 17 of 2010 mandates a transparent, accountable student admissions process, implemented via the online New Student Admissions Program (PPDB). This program is designed to ensure that school-age children can enter higher levels of education systematically, with a focus on quality and efficiency.

The term *implementation* is derived from the English "to implement," meaning to put into action or to execute. Implementation, in a policy context, refers to providing the means for enacting policies that have a concrete impact, such as laws, government regulations, court rulings, or institutional policies (Uddin B. Sore & Sobirin, 2017). Student admissions are a critical activity in student management, influencing which candidates are accepted by educational institutions and contributing to overall student quality (Dedi Setiawan, 2016). According to Paula Yolanda Alfonsa (2019), the PPDB online system is a web-based registration platform where all registration processes are managed online through a dedicated website provided by local education authorities. This transition from manual to digital admissions enables students to register via personal devices such as smartphones or computers, making the process more accessible, transparent, and equitable.

Ardhi, as cited in Nur Anna Mira (2016), notes that adopting information technology in PPDB represents a significant step toward realizing good governance in education. PPDB marks the initial phase of educational management, and managing this input stage effectively is crucial for the success of the entire educational process. In South Sulawesi, Governor Regulation No. 23 of 2020 provides guidelines for the PPDB for high schools, vocational schools, and special education institutions. This regulation emphasizes optimal coordination among the Department of Education, educational institutions, and the public.

The online PPDB system caters to parents and students by enabling secure and orderly registration for educational institutions, complete with automated features for registration, selection, and announcement of admission results (Nur Anna Mira, 2016). This system requires that parents are adequately informed and educated about its procedures, especially since many may not be familiar with digital registration.

In Indonesia, SMK Negeri 1 Barru, located in Barru Regency, is one of the schools implementing the online PPDB system. Since 2017, this institution has used online registration to streamline admissions, with separate registration periods for academic and non-academic applicants. Preliminary observations at SMK Negeri 1 Barru indicate that the online PPDB has facilitated a more flexible, cost-effective, and accessible registration process for students and parents alike. Despite these benefits, issues such as login difficulties due to server overload, slow verification processes from challenges with scanned document readability, and limited enrollment capacity remain as obstacles to fully optimized implementation.

## **B. RESEARCH METHOD**

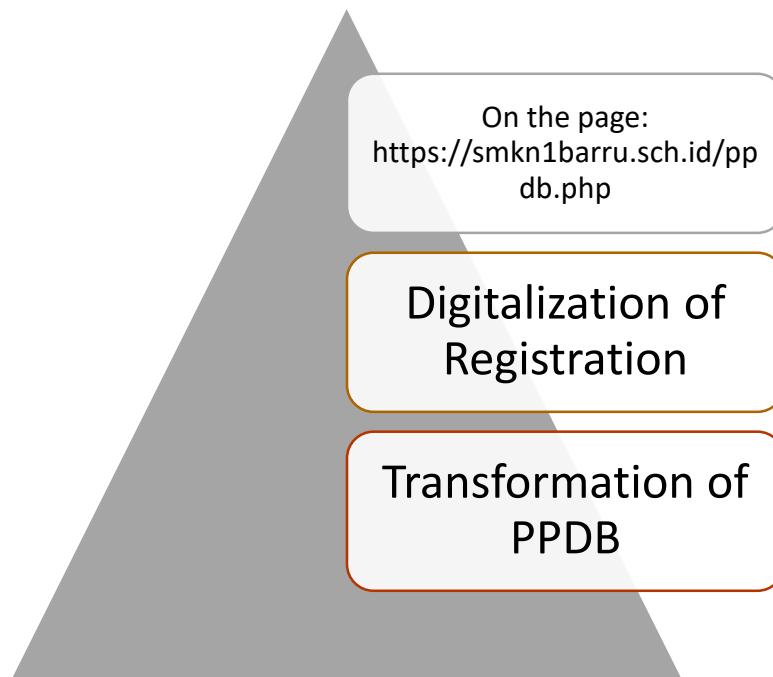
This study is a continuation of previous research, employing a descriptive qualitative approach to deepen understanding of the digitalization of the New Student Admissions (PPDB) system through the online platform at <https://smkn1barru.sch.id/ppdb.php>. The primary goal is to explore user experiences, challenges, and the advantages provided by this online registration system for prospective students and school administrators.

Data collection methods consist of semi-structured interviews, website analysis, and an online survey. Semi-structured interviews will be conducted with school staff involved in the PPDB process, such as admissions officers, administrative personnel, and teachers, as well as with prospective students who have used the online registration system. This will allow for a more in-depth understanding of the conveniences and challenges encountered during the registration process. Additionally, website analysis of the PPDB link will be performed to examine the structure, features, and usability of the online registration interface, focusing on accessibility, navigation, and the overall user experience. Furthermore, a brief online survey will be distributed to prospective students who registered via the website to collect quantitative data on user satisfaction and any technical difficulties faced.

Data analysis follows a descriptive process, beginning with data reduction to categorize relevant aspects, such as ease of use, technical challenges, and user feedback on the online PPDB system. This data will then be presented narratively and in table form to highlight emerging patterns and key themes related to the digital transformation of the PPDB system at SMK Negeri 1 Barru. Based on these insights, the analysis will draw conclusions on the main benefits, challenges, and areas for improvement in the digital PPDB process.

To ensure data validity, triangulation will be conducted by comparing information from interviews, website analysis, and survey responses. Additionally, preliminary findings will be discussed with education or educational technology experts to confirm the relevance and credibility of the data. This research is centered on the PPDB link at SMK Negeri 1 Barru, accessible via <https://smkn1barru.sch.id/ppdb.php>, with participants including school PPDB staff and prospective students who have engaged with the online registration process.

The type used in this study is a qualitative research method, with the aim of obtaining data in the form of words, schemes and images and understanding the meaning behind the data obtained through the field regarding "Implementation of the Online New Student Admissions Program (PPDB) at SMK Negeri 1 Barru, Barru Regency", and also to ensure the accuracy of the data on something being researched, quoted from the book by Sugiyono, (2017:15). As well as in-depth study of the online PPDB link or page. Qualitative research methods are research based on postpositive philosophy, used to research natural object conditions, (as opposed to experiments) where researchers are key instruments, data source retrieval is carried out purposively (one of the non-random sampling techniques where researchers determine sampling by determining special characteristics that are in accordance with the research objectives so that they are expected to be able to answer research problems) and snowbaal (the length of time of the study so that the resulting sample increases), collection techniques with triangulation (combination), data analysis is inductive/qualitative, and the results of qualitative research emphasize meaning more than generalization. Location and Time of Research: Location of Research This research was conducted at SMK Negeri 1 Barru, Barru Regency. Time of Research The time used for this research was carried out since the issuance of the research permit for a period of approximately 3 (three) months.



**Figure 1** Research Flow Diagram

## C. RESEARCH RESULTS AND DISCUSSION

### ➤ RESEARCH RESULTS

This study aims to explore the understanding of the Implementation of the Online New Student Admissions Program (PPDB) at SMK Negeri 1 Barru. Data were obtained through in-depth observation, interviews, and documentation, covering program policies, technical implementation, and supporting and inhibiting factors.

#### 1. Online New Student Admissions Program Policy (PPDB)

The 2024/2025 academic year Online PPDB continues the digitalization initiative from the previous year, in line with the demands of the Industrial Revolution 4.0 to utilize technology efficiently. The main objective is to increase ease of access for prospective students and improve education services through online portals. This PPDB is accessed via the link: <https://smkn1barru.sch.id/ppdb.php>.

The results of the observation show that the Online PPDB program has started since 2024 in Barru Regency. Several interviews revealed that this program is very helpful for parents and prospective students in the registration process, especially during the pandemic, by encouraging social distancing practices. Documentation studies referring to national and regional education regulations state the importance of transparency, accountability, and efficiency in accepting new students. The implementation of these regulations is reinforced by technical instructions provided by the local education office.

Based on the results of the study on the implementation of Online PPDB, it appears that the transition from a manual to a digital system has several positive impacts on schools and the community. With the online registration service, access for prospective students from distant areas becomes easier, saving time and costs that were previously used to visit schools in person. In addition, this system supports transparency, where the entire registration process and data can be accessed by the public via the website, reducing the possibility of fraud or nepotism in accepting new students.

The implementation of this program also presents challenges, especially related to technological infrastructure and HR capabilities. Based on observations, although many schools in the regions have made efforts to prepare hardware and training for staff, stable internet access is still an obstacle in several locations. Therefore, better coordination between schools and internet service providers is an important aspect that needs to be continuously improved to ensure that the online PPDB process runs smoothly.

In addition to technical challenges, community adaptation to this system also requires special attention. In interviews, several prospective students and parents stated the need for more intensive guidance and socialization regarding online registration procedures, especially for those who are less familiar with technology. Therefore, schools and education offices need to consider educational steps such as creating tutorials or short training sessions that can help the community make optimal use of online PPDB services.

Overall, the implementation of online PPDB can be an important breakthrough in efforts to digitize education services in Indonesia. However, regular evaluation and policy adjustments are still needed so that this system is not only efficient but also inclusive, providing fair opportunities for all prospective students without being constrained by technological access or geographical factors.

## 2. Implementation of the Online New Student Admissions Program (PPDB)

### a. Preparation Stages

Schools begin by forming a committee responsible for organizing PPDB. They prepare technical equipment, such as computers and internet networks, while the PPDB website is provided by the Provincial Education Office. Socialization is carried out through banners, brochures, and social media to ensure that the community is informed about the stages of PPDB.

### b. Implementation and Monitoring

The entire process of accepting new students, from registration, selection, to announcements, is monitored in real-time through an online system. With this, the level of cheating can be reduced, and the selection process becomes more objective and transparent.

Supporting and Inhibiting Factors

This study also identified several factors that influence the success of the implementation of PPDB Online. Among them, technological support from third parties such as Telkom in providing the PPDB platform, as well as technical guidance from the education office. However, technical challenges such as internet network disruptions in several areas remain an obstacle.

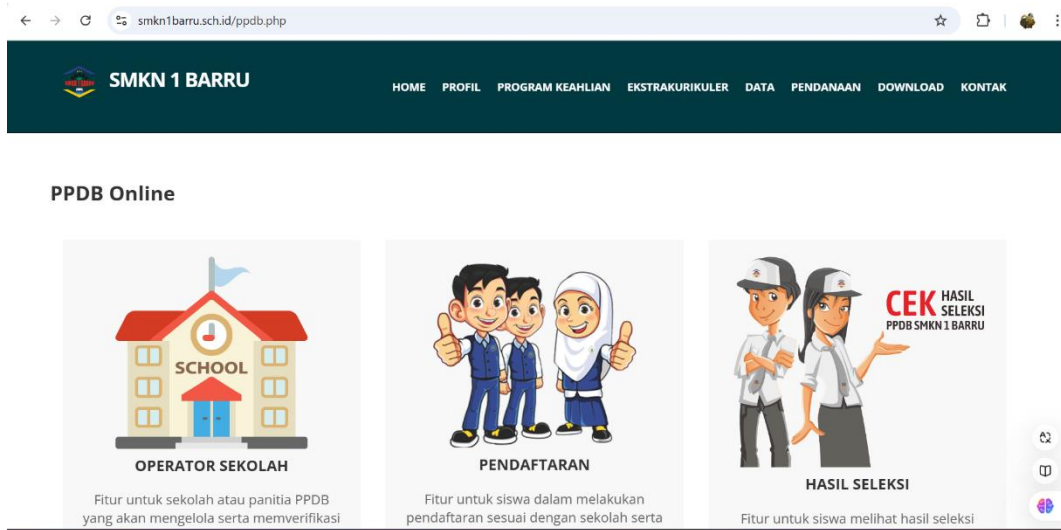


Figure 2 Home Page: <https://smkn1barru.sch.id/ppdb.php>



Figure 3 Announcement and PPDB requirements page

### a. Supervision Stage

The online New Student Admissions (PPDB) at SMK Negeri 1 Barru, Barru Regency, is a program that utilizes information system technology to simplify the new student registration process. The PPDB system, which was previously carried out manually, has now changed to online, so adjustments are needed in several operational activities. Due to this change, strict supervision is needed so that the online PPDB can run smoothly and according to expectations.

Supervision of the implementation of the online PPDB is carried out by several parties: (1) The School Committee, which acts as a representative of parents and advisors; (2) Supervisors from schools or provincial education offices; (3) The Principal as the person in charge of the online PPDB; (4) The Chairperson of the Committee, who coordinates related fields; and (5) The Operator who monitors the smooth implementation of the online PPDB. All of these parties work within a teamwork framework to ensure the smooth running of the process.

### b. Evaluation Stage

The evaluation of the online PPDB is carried out after the implementation process is complete. The purpose of this evaluation is to assess whether the implementation is in accordance with the target and to identify problems that may occur. Each program requires evaluation so that problems that arise in the previous process do not occur again or can be minimized in subsequent implementations.

The evaluation includes a review of the implementation, community feedback, and problems that occur during the implementation of online PPDB. Based on the results of the previous online PPDB evaluation, there was an increase in public interest in registering their children to this school. Parents' responses also showed positive support for online PPDB, although there was no significant change in the academic abilities of prospective students compared to the previous year.

### c. IT Infrastructure Support

The implementation of Online PPDB is supported by reliable technology infrastructure, including:

#### 1. Server

The server provides faster data access services. Its physical form is a large computer network with high-capacity processor and RAM components. The server often experiences downtime when the number of website visitors exceeds capacity at one time.

## 2. Web Server

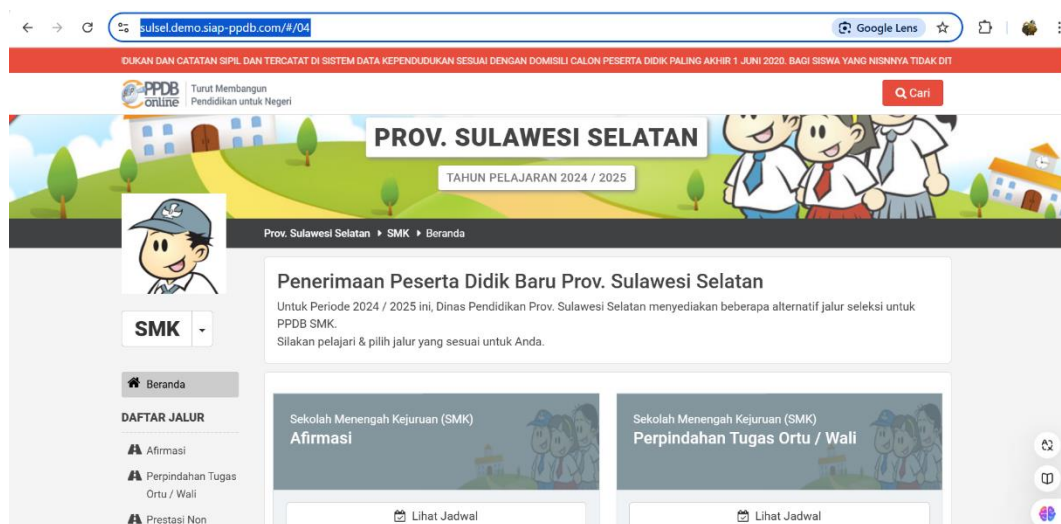
The web server functions to serve HTTP and HTTPS requests and sends data back in the form of web pages. In the South Sulawesi Online PPDB region, this service is provided via the page <https://sulsel.demo.siap-ppdb.com/#/04>

## 3. Bandwidth

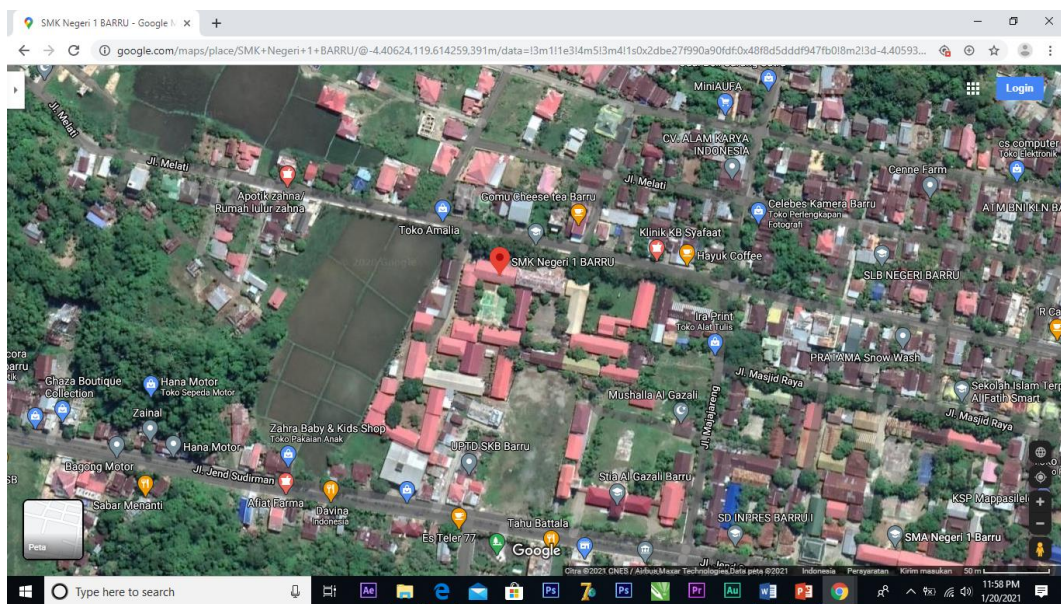
Bandwidth indicates the volume of data that can be transferred in a certain period. The higher the website activity, the faster the bandwidth runs out. Online PPDB for the 2020/2021 academic year can only accommodate up to 1,200 users at a time.

## 4. Virtual Private Server (VPS)

VPS is a solution for websites with large capacities and high visitor numbers. VPS provides its own RAM and disk capacity, supporting the implementation of online PPDB with a larger server space to handle high traffic.



**Figure 4** Online New Student Admissions Page for South Sulawesi Province on the page: <https://sulsel.demo.siap-ppdb.com/#/04>



**Figure 5** Research Location of State Vocational School 1 Barru

## Supporting and Inhibiting Factors for Online PPDB at SMK Negeri 1 Barru

### a. Supporting Factors

The implementation of online PPDB at SMK Negeri 1 Barru is supported by several main factors, namely human resources (HR), communication, cooperation, and completeness of equipment and supplies. The school provides computers for prospective students who do not have facilities at home and provides operators to help those who have difficulty filling out online forms. This service ensures that prospective students receive direct assistance at school for a smooth registration process.

### b. Inhibiting Factors

The main obstacles to online PPDB include network problems, frequent server downtime, and public perception that still equates online PPDB with manual. Some parents also have difficulty accepting if their children do not pass the selection. In addition, prospective students who choose SMK generally have lower IT skills than those who register at SMA. To overcome this obstacle, the school provides computers and operators at the registration location. Socialization is also carried out to explain that the entire process, from registration to announcement, is done online through the official PPDB website.

## ➤ DISCUSSION

The results of the study on the implementation of online New Student Admissions (PPDB) at SMK Negeri 1 Barru show that the online system has many advantages, but also faces several challenges that need to be overcome. Based on the results of the analysis, the implementation of online PPDB is supported by quite strong factors, but on the other hand, there are still inhibiting factors that need further attention.

### Supporting Factors for Online PPDB

First, the most significant supporting factor in the implementation of online PPDB is the availability of trained human resources and adequate equipment support. Competent operators at the school play an important role in helping prospective students who have difficulty in the registration process, especially those who do not have computer or internet access at home. The computer facilities and rooms provided at the school are a solution for those who are constrained in terms of facilities. In addition, cooperation between the school, operators, and school committees also helps smooth the PPDB process, by ensuring adequate services for prospective students.

In addition to internal factors in schools, the services provided through operators who are ready to help prospective students who are less familiar with technology show that online PPDB at SMK Negeri 1 Barru focuses on providing equal access for all people, especially those with limited access to technology. The existence of these facilities shows that the school is trying to create equality in educational opportunities for prospective students who are less able or not familiar with technology.

### Factors Inhibiting Online PPDB

However, behind the existing advantages, the implementation of online PPDB is also not free from various obstacles. One of the main problems that often occurs is network disruption, including server down, which affects the smoothness of registration. Although schools have prepared adequate infrastructure, dependence on internet services and servers often becomes a technical obstacle, especially when the number of applicants increases. This is one of the main challenges in ensuring that the entire PPDB process runs smoothly.

In addition to technical problems, public perception of online PPDB is also an inhibiting factor. There is still an assumption that the online system is the same as the manual system, which can cause confusion for the public in following the correct procedures. This is due to a lack of information or understanding of how the online PPDB system works. Therefore, more intensive socialization is needed so that the public understands that the registration, selection, and announcement processes are carried out through an online platform and not manually.

### Solutions to Inhibiting Factors.

To overcome these obstacles, schools can further optimize cooperation with internet service providers and ensure a more stable technical infrastructure. In addition, more in-depth socialization to parents and prospective students is very important to reduce misunderstandings about the online PPDB system. This can be done through direct counseling, video guides, or

clear and easily accessible information materials.

With operators ready to help, prospective students who are less familiar with technology or do not have access to devices can be helped. However, further, it is important to increase the awareness and digital skills of prospective students, especially for those who choose the vocational education path at SMK. Strengthening technology training and digital skills for students, both at school and outside school levels, will facilitate the registration process and increase the effectiveness of the implementation of online PPDB in the future.

#### **D. CONCLUSION AND SUGGESTIONS**

- Conclusion

The implementation of online PPDB at SMK Negeri 1 Barru has been quite effective thanks to the support of skilled human resources, good communication, solid cooperation, and adequate equipment. Obstacles that arise, such as network disruptions, public perception that online PPDB is the same as manual, and limited access and knowledge of technology among prospective students, can be overcome by providing computer facilities and operators who are ready to help at school.

- Suggestions

To increase the effectiveness of online PPDB in the future, it is recommended that schools work with internet service providers to overcome network and server down problems, especially when registration is overflowing. In addition, more intensive socialization is needed to explain the differences and benefits of online PPDB compared to manual methods, so that the public understands and is better prepared. Improving technology training for prospective vocational school students is also important so that they are more prepared and independent in the online registration process.

#### **BIBLIOGRAPHY**

Ali, Imron. 2011. *Manajemen Peserta Didik Berbasis Sekolah*. Bumi Aksara, Jakarta.

Arinda, Firdianti. 2018. *Implementasi Manajemen Berbasis Sekolah Dalam Meningkatkan Prestasi Belajar Siswa*. Cetakan I. Gre Publishing, Metro.

Bandrudin. 2014. *Manajemen Peserta Didik*. PT Indeks, Jakarta.

Deni, Darmawan dan Kunkun, Nur, Fauzi. 2013. *Sistem Informasi Manajemen*. PT Remaja Rosdakarya, Bandung.

- Ine, Mariane. 2018. *Jejaring Kebijakan Implementasi MPMBS*. Cetakan I. Pandiva Buku, Yogyakarta.
- Kementrian Pendidikan Dan Kebudayaan Direktorat Jenderal Pendidikan Dasar Dan Menengah Direktorat Pembinaan Sekolah Menengah Pertama. 2015. *Pedoman Gerakan Implementasi Penumbuhan Budi Pekerti Sekolah Menengah Pertama*. Jakarta.
- Mardikanto, Totok dan Powerwoko, Soebianto. 2019. *Pemberdayaan Masyarakat Dalam Perspektif Kebijakan Publik*. Alfabeta, CV, Bandung.
- M. Nurdin, Matry. 2009. *Implementasi Dasar-dasar Manajemen Sekolah dalam Otonomi Daerah*. Cetakan II. Aksara Madani, Makassar.
- Muhammad, Ali. 2017. *Kebijakan Pendidikan Menengah Dalam Perspektif Governance di Indonesia*. Cetakan I. UB Press, Malang.
- Panduan Penulisan Proposal Penelitian dan Skripsi*. 2019. Sekolah Tinggi Ilmu Administrasi (STIA) Al Gazali Barru.
- Rohiat. 2010. *Manajemen Sekolah – Teori Dasar Strategis dan Rencana Operasional Dilengkapi dengan Contoh Strategis dan Rencana Operasional*. Cetakan I. PT Refika Aditama, Bandung.
- Sugiyono. 2015. *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&B*. Alfabeta, Bandung.
- \_\_\_\_\_. 2017. *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&B*.
- \_\_\_\_\_. 2019. *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&B*. Alfabeta, Bandung.
- Udin, B. Sore, dan Sobirin. 2017. *Kebijakan Publik*. CV Sah Media, Makassar.

### **SumberLain**

- Basofi, Sofianto. 2015. “Implementasi Kebijakan Penerimaan Peserta Didik Baru (PPDB) Online Tingkat Sekolah Menengah Atas Di Kota Pekanbaru Tahun 2011-2013”. *Jom.unri.ac.id*. Vol 2: 1-5.
- Dedi, Setiawan. 2016. “Implementasi Penerimaan Peserta Didik Baru Sekolah Menengah Atas Sistem Real Time Online (RTO) Di Kabupaten Bantul Tahun Pelajaran 2015/2016”. Skripsi. FIP, Manajemen Pendidikan, Universitas Negeri Yogyakarta.

Nur, Anna, Mira. 2016. "Efektivitas Penerimaan Peserta Didik Baru (PPDB) Online Di Dinas Pendidikan Dan Kebudayaan Kota Makassar". Skripsi. FISIP, Ilmu Administrasi, Universitas Hasanuddin, Makassar.

Paula, Yolanda, Alfonsa. 2019. "Tingkat Kepuasan Orang Tua Calon Siswa Baru Terhadap Sistem Teknologi Informasi Dalam Penerimaan Peserta Didik Baru (PPDB) Online di SMAN 6 Kota Bandung". Skripsi. FISIP, Ilmu Administrasi Publik, Universitas Katolik Parahyangan, Bandung.

Sri, Hernawati. 2019. "Implementasi Program Peningkatan Gizi Bayi dan Balita Oleh Badan Pos Kesehatan Desa (Poskesdes) di Desa Kumpayang Kecamatan Rancah Kabupaten Ciamis". *Dinamika: Jurnal Ilmiah Ilmu Administrasi Negara E-Issn 2614-2945 Volume 6 Nomor 3, Bulan September 2019*.

#### **PeraturanPerundang-Undangan:**

Peraturan Gubernur Sulawesi Selatan Nomor 23 Tahun 2020 tentang Pedoman Pelaksanaan Penerimaan Peserta Didik Baru pada Sekolah Menengah Atas, Sekolah Menengah Kejuruan dan Sekolah Luar Biasa.

Peraturan Menteri Pendidikan dan Kebudayaan Republik Indonesia Nomor 44 Tahun 2019 tentang Penerimaan Peserta Didik Baru pada Taman Kanak-Kanak, Sekolah Dasar, Sekolah Menengah Atas, dan Sekolah Menengah Kejuruan.

Undang- Republik Indonesia Nomor 17 Tahun 2010 tentang Pengelolaan dan Penyelenggaraan Pendidikan, khususnya Pasal 74 (ayat 1).