

Implementation of the Zoning System Policy in Bulukumba Regency

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ABSTRACT

The zoning system is a system for regulating the admission process of new students according to the area of residence. This research aims (i) To study and describe the implementation of the government's zoning system policy in Bulukumba Regency in the process of admitting new students. (ii) To identify and analyze the determinant factors that support and inhibit the implementation of the zoning system policy in Bulukumba Regency in the process of admitting new students. The informants in the study were 5 people. The results of this study indicate that (i) the implementation of the zoning system policy in Bulukumba Regency has not been effective. (ii) Internal and external supporting factors are external supporting factors for the Minister of Education and Culture Regulation No. 1884/2285 / VI / 2020. As for the inhibiting factor, namely the lack of classroom facilities and infrastructure. There are still many parents of students who do not understand PPDB online because of the different levels of education and proportions from the parents of students, the parents are not directly involved in socializing PPDB online because of Covid 19 and less PPDB online budget.

Keywords: Policy Implementation, a zoning system

INTRODUCTION

Implementation can be interpreted as a form of process stages carried out by the government to deliver policies to the community (Langkai et al., 2019; Suprpto et al., 2018; Wati et al., 2015) so that these policies can be realized so that they bring the results we expect. Edwards III Statement (Haedar Akib et al., 2010) that without effective implementation, the decision of policymakers will not be successful. There are several stages of activity, one of which is to prepare a follow-up rule which is a clarification of a policy. Public policy Thomas R Dye (Tahir, 2014) argued: "Public policy is whatever governments choose to do or not to do", this concept explains that public policy is whatever the government chooses to do or not to do. However, from the law, several regulations emerge, both central government regulations, presidential decrees, and regional regulations. In driving the implementation which includes facilities and infrastructure, financial resources, and someone who is mandated by the community as a policymaker, what needs to be prepared is a leader who has the potential to take a policy without any discrimination.

In (RI, 2000) Law Number 25 of 2000 concerning the National Development Program (PROPENAS) states that there are three major challenges in the education sector in Indonesia, namely: first, maintaining the results of educational development that has been achieved, second, preparing human resources who have the competence and being able to compete in the global labor market, and third, in line with the implementation of regional autonomy, the National education system is required to make changes and adjustments to realize a more democratic education process, pay attention to diversity, pay attention to the needs that exist in the region and students, and encourage increased community participation.

One of the mandates of (RI, 2003) Law Number 20 of 2003 concerning the National Education System states "The state is obliged to provide quality education services for all citizens". Therefore, the government and local governments are obliged to provide quality and quality education services and have the right to direct, guide, assist and supervise the delivery of education following the prevailing laws and regulations, by adhering to the principles in the implementation of national education, namely: 1) Democratic and is fair and non-discriminatory by upholding human rights, religious values, cultural values , and national pluralism; 2) A systemic unit with an open and multi-meaning system, organized as a lifelong process of cultivating and empowering students; 3) Provide an example, build a will, and develop the creativity of students in the learning process; 4) Developing a culture of reading, writing, and arithmetic for all members of society; 5) Education is held by empowering all components of society through participation in the implementation and control of the quality of education services.

The existence of practical education services when it seems that it gives different treatment where there are certain schools called superior schools or favorite schools (Dewi & Septiana, 2018; Hoerudin, 2019; Sirait et al., 2019). The school is considered capable of providing the best service that guarantees the future of its students to choose and continue to the next best level of education, it can even determine the future of their life career. As a result, there are residents and certain community groups who cannot get quality education services due to geographical factors, transportation constraints, accommodation, and others due to the existence of superior schools, which are generally located in big cities.

Also, with the existence of a superior or favorite school, special guidance and treatment result in all resources being given to that school (Idzhar, 2016; Reski et al., 2018). In superior or favorite schools, good and good buildings are provided, comfortable classrooms, selected and best teachers. The government is fully prepared and provided for various resources in schools so that other regular schools get less attention. Lack of attention to regular schools continues, resulting in these schools not developing, while excellent schools are made the center of attention and continue to be given excessive assistance and support. As a result, the distribution of school quality cannot be carried out by the government which is exacerbated by the perceptions of parents and the community towards "labeling" schools that maintain the "status quo" which results in the quality of education services being unequal and fair to serve children in every remote area of the country.

The emergence of the above problems as the center of government attention to education has made a breakthrough through zoning policies in the hope of equitable education services (Badau & Yahya, 2017; Chandra et al., 2020; Openshaw, 1977). Quoted from the official Kemendikbud news page, Minister of Education and Culture (Mendikbud) Muhajir Effendy said, through zoning, the government wanted to carry out a comprehensive school reform. "Our target is not only equal access to educational services but also equal distribution of education quality," said the Minister of Education and Culture in the Socialization of Basic and Secondary Education Sector Regulations or Policies in 2018. Zoning is one of the strategies to accelerate the distribution of quality education, he added. According to the Minister of Education and Culture, the zoning policy was taken as a response to the occurrence of "caste" in the education system that has existed so far because of the selection of the quality of prospective students in the admission of new students. "There must be no favoritism. We must change the mindset of 'casualization and favoritism' in education.

Through the Regulation of the Minister of Education and Culture of the Republic of Indonesia Number 20 of 2019 concerning Amendments to the Regulation of the Minister of Education and Culture Number 51 of 2018 concerning the Admission of New Students in Kindergartens, Elementary Schools, Junior High Schools, Senior High Schools, and Vocational High Schools, (Permendikbud, 2019) However, the facts that occur in the field do not match what is expected, there are still many people who complain about the zoning system, especially in the process of admitting new students, the ineffective communication or socialization of the government to the community about the process of implementing new students through the zoning system so that the zoning policy does not work well The lack of supervision in the process of admitting new students have resulted in administrative malls, and the number of schools and the number of students enrolling is not conducive, thus the zonation system is not effective.

One of the efforts of the local government inequitable education in Bulukumba Regency, the head of the Education and Culture Office implements a zoning system which is an extension of the Ministry of Education and Culture's program inequitable education in Indonesia. The Education and Culture Office of Bulukumba Regency has conducted trials in certain areas regarding the zoning system policy in the process of admitting new students at the Junior High School (SMP) level in Bulukumba. Some problems occur in the process of admitting new students at the Junior High School (SMP) level in Bulukumba Regency because the availability of classroom facilities and infrastructure is lacking with the ratio of the number of students to be accepted, the unavailability of an integrated website from the Education and Culture Office of Bulukumba Regency in The process of admitting new students through the zoning system and parents' knowledge of the internet is less due to the different levels of education of the parents of students, the domicile of the parents of new prospective students is one of the problem factors in the acceptance of new students through the zoning system and internet access for mountainous areas are still affordable.

METHOD

The research method used is descriptive by using a qualitative approach that prioritizes the depth of data, then assesses and interprets it. The location of this research took place in the Education and Culture Office of Bulukumba Regency. Sources of data in this study include primary and secondary data sources. In this study, the data collection instruments were observation, interview, and documentation. The informants in this study were five people, namely the Head of the Education and Culture Office of Bulukumba Regency, the Education Office Staff, the Principal, the Teacher, and the Parents of the Students. The data analysis technique used in this research is the qualitative analysis used by researchers as stated by Miles and Huberman (Sugiyono, 2007: 204), namely data collection, data reduction, data presentation, and the final step is concluding.

RESULT AND DISCUSSION

The implementation of the Zoning System Policy at the Education and Culture Office of Bulukumba Regency in the process of admitting new students at the Junior High School (SMP) level can be measured through the view of George C. Edward III Policy Implementation Model.

There are 4 (four) factors or variables that are crucial in the implementation of public policies to assess whether the policies succeed or fail (Winarno, 2012) namely: communication, resources, dispositions or tendencies, and finally the bureaucratic structure. The results of this study will be described as follows.

Communication

The communication variable greatly determines the effectiveness of the implementation of public policy policies. The effectiveness of policy implementation depends on the understanding of decision-makers about what to do and this is determined by good communication. Therefore, every policy decision and regulation must be transmitted accurately and accurately to policymakers and implementers, where the results of the research show that the transmission, clarity of communication, and consistency in policy implementation in Bulukumba Regency has run quite well.

Through transmission, public policies regarding PPDB online can be delivered to implementers, namely the Bulukumba Education and Culture Office so that online PPDB in Bulukumba Regency can be carried out following Permendikbud No. 44 of 2019 with the government's hope of equitable education. transmission in the implementation of PPDB online at the Education and Culture Office of Bulukumba Regency has gone well through meetings with schools and socialization to parents of students through media such as Facebook, WhatsApp groups, and the web of each school, some also manually through school information boards and banners posted at school. However, there is a slight problem with giving the school the responsibility for this online PPDB is done on the website of each school so that there is freedom for parents to enroll their children in which school their children want and differences in different backgrounds from student guardians so that it can be difficult to understand PPDB online.

Clear communication so that the direction of the policy is transmitted to the Bulukumba Regency Education and Culture Office so that teachers and parents of students can find out that the existence of this online PPDB is the government's hope as an education mapping and to break the chain that is the mindset of the community regarding favorite schools. The clarity of online PPDB communication at the Education and Culture Office of Bulukumba Regency is clear in the process, Education Office divides 7 pathways in the online PPDB process, namely the inclusion, affirmation, presentation, transfer of parents, Zoning, Non-zoning, and from outside Bulukumba, in the Education office regulations and Culture of Bulukumba Regency divides into study groups (rumble). SMPN 1 Bulukumba itself got 11 groups while SMPN 2 Bulukumba itself received 9 groups for parents who did not understand the school to call parents either directly or through the WahtsAap Group or Facebook to be given or guided on how to create online PPDB accounts for people parents who have an Android cellphone and parents who do not have an Android cellphone are immediately made a registration account directly by the PPDB online committee and the online PPDB acceptance process in Bulukumba Regency still refers to Permendikbud No. 44 of 2019 and still adheres to health protocols. Regarding the obstacles experienced, there are still many parents of students who do not understand PPDB online.

The consistency of the PPDB online policy is needed so that the direction of the PPDB online policy taken does not experience confusion so that it can confuse the PPDB online implementer or committee in providing information so that it becomes one voice in

implementing PPDB online in Bulukumba Regency. The head of the Education and Culture Office of Bulukumba Regency is very consistent in implementing policies with the issuance of a decision letter from the Bulukumba Regency Education and Culture Office No 1884/2285 / VI of 2020 concerning technical instructions for admission of new students in kindergarten, elementary and junior high schools. the academic year 2020/2021. And still refers to Permendikbud No. 44 of 2019.

Resource

The variable of resources determines the effectiveness of public policy implementation. Lack of personal, authoritative, financial and equipment resources greatly affect the implementation of public policy. The success of a policy is influenced by competent human resources, adequate budget resources, supporting facilities, and personnel.

In implementing the PPDB online policy at the Education and Culture Office of Bulukumba Regency, the most important thing that must be considered is human resources. The success of the online PPDB policy in Bulukumba Regency depends on a competent human resource in implementing the policy. The human resource variable states that the number of teachers or staff in each school depends on the capacity of the school group. At SMPN 1 Bulukumba, there are 65 teachers and 11 employees with 1,036 groups while at SMPN 2 Bulukumba there are 45 teachers and 8 staff, and 250 students are accepted annually. On average, the teaching staff in both schools are certified.

The process of implementing PPDB online is also influenced by the size of the budgetary power of the policymakers. The lack of a budget can affect and hinder the successful implementation of PPDB online at the Bulukumba Regency Education and Culture Office. Lack of incentives given to implementers can lead to failure of program implementation. The amount of the PPDB online budget in Bulukumba Regency is influenced by the number of students who will be accepted by each school, the PPDB online budget only finances the provision of ATK and the consumption is there is no financing for honoraria for the purchase of consumption based on the Standard Input Cost (SBM) regulated in the Technical Guidelines for School Operational Assistance (BOSS).

The success of the online PPDB policy can be constrained by the equipment, the equipment referred to here, namely the building, land, and facilities that will be used in providing services to the online PPDB process. The online PPDB process in Bulukumba Regency can register via the website of each school. The number of students accepted at SMPN 1 Bulukumba is 350 students each year with 12 classrooms for grade VII school buildings that stand on land covering an area of 20,000 M² while for SMPN2 Bulukumba each year 250 students with 8 classrooms with standing buildings on a land area of 7,685 M². However, there is a slight problem with the ratio of the number of registrants and the ratio of the number of classrooms that are not comparable with more students enrolling with the capacity of each school.

Disposition

The disposition variable (attitude) is related to the compliance of implementers to be able to implement public policy. Without the ability to implement policies, the implementation of public policies will be ineffective. There are two indicators of disposition, namely appointment of bureaucrats and incentives.

The appointment of bureaucrats can create real obstacles to the implementation of the PPDB online policy in Bulukumba Regency if the existing personnel does not implement the policies desired by higher-level officials. Therefore, the appointment and selection of online PPDB implementing personnel in Bulukumba Regency must be people who are dedicated to the policies that have been set, more specifically in the interests of the community. Variables of bureaucratic appointments can be concluded that the formation of an online PPDB committee in Bulukumba Regency is fully responsible for the school that wants to implement PPDB online, the number of committee members is based on the quota of students in each school for SMPN 38 Bulukumba having a committee number of only 7 people while for SMPN 2 Bulukumba has a committee of 15 people. For the election of the committee, the deputy principal of the school who is the head of the committee and the head of the school as the committee responsible for the committee is divided into several tasks, some are in charge of verification of files online and there are also those who are in charge of manual verification of files and the employees appointed as the committee are people who really understand IT and implement PPDB online.

The incentive is the most important part in supporting the successful implementation of PPDB online policies and one of the techniques suggested to overcome the problem of attitude of policy implementers by manipulating incentives. People move based on their interests, so manipulating incentives by policymakers affect the actions of policy implementers. By adding a certain profit or cost, it may be the driving factor that makes the executors carry out orders well. This is done to fulfill personal or organizational interests. based on the BOS technical guidelines, the costs disbursed in the online PPDB process in Bulukumba Regency are only consumption costs and not incentives or honoraria. Purchase of consumption must be based on the SBM that has been determined in the BOS technical guidelines.

Bureaucratic Structure

Organizational structure variables that involve cooperation, coordination, and work procedures or procedures determine the effectiveness of public policy implementation. Therefore, the condition of the bureaucratic organizational structure must be conducive to the implementation of public policies that are determined politically through good coordination. This bureaucratic structure is also related to the standards of implementation of policies and the distribution of responsibilities. This distribution of responsibility is carried out so that confusion does not occur in carrying out tasks. This requires clarity of the position being held.

Within the bureaucratic structure, SMP Negeri 1 Bulukumba and SMP Negeri 2 Bulukumba form separate teams for the needs of the school. To deal with online PPDB policies and overcome problems that arise because of the online PPDB system. In addition to team building, there are operational standards for implementing PPDB policies online. SOPs in implementing PPDB online policies in Bulukumba Regency have been distributed to all implementing committees. Matters regarding procedures, requirements, and implementation systematics are contained in this SOP concerning the regulations of the Bulukumba Regency Education and Culture office.

Supporting factors in the implementation of zoning system policies in Bulukumba Regency are divided into internal supporting factors and external supporting factors of Permendikbud No. 20 of 2019 and internal factors. 1884/2285 / VI / 2020. As for the inhibiting factor, namely the lack of classroom facilities and infrastructure. There are still many parents who do not understand about PPDB online because of the different levels of education and

proportions from the parents of students, the parents are not directly involved in socializing PPDB online because of Covid 19 and the lack of PPDB online budget.

The results of this study are also supported by research results (Pangaribuan & Hariyati, 2019). Implementation of the Zoning System Policy for Admission of New Junior High School Students in Gresik Regency. Where the results of the research are as follows: (1) The implementation of the zoning system policy at PPDB for SMP level in Gresik Regency has been carried out for two years which aims to equalize the quality of education in schools in the Gresik Regency area, so far the zoning system policy has been implemented in the Regency. Gresik has been running effectively because it seems that the potentials of students are starting to be evenly distributed in the Gresik Regency area. (2) Obstacles faced in the implementation of the zoning system are the parents' lack of understanding of the socialization of the zoning system because of the different educational backgrounds of the parents. Efforts are made to overcome these obstacles, namely to conduct socialization of the zoning system early and clearly. And research (Sari, 2020) Implementation of the New Student Admission Zoning System Policy (PPDB) at the Junior High School Level in Bandung City in 2019. The results of the research show that the implementation of the PPDB zoning system policy at the junior high school level in Bandung has been running and is quite good even though some things are still not effective, namely : (1) there is still a lack of availability of schools in living areas that are far from the school area / blank spot (2) there are still many views of the community regarding favorite and non-favorite schools (3) there is still a lack of public understanding of the zoning system (4) the decrease in the level of competition for potential participants students in academic potential. Efforts that must be made by the Bandung City Government are to provide or build schools in areas far from the school area or blank spots, reconsider this zoning system policy by prioritizing the percentage value over distance.

CONCLUSION

Based on the research results described above, it can be concluded that: 1) the implementation of the zoning system policy at the Education and Culture Office of Bulukumba Regency which focuses on accepting new online-based students which are divided into 4 parts, namely 1). Communication, 2) Resources 3) Disposition and 4) Bureaucratic Structure has been implemented but the implementation has not been effective: 2) Supporting factors in the implementation of zoning system policies in Bulukumba Regency are divided into internal supporting factors and external supporting factors Permendikbud No. 20 2019 and its internal factors Decree of the Bulukumba Regency Education and Culture Office No. 1884/2285 / VI / 2020. As for the inhibiting factor, namely the lack of classroom facilities and infrastructure. There are still many parents of students who do not understand PPDB online because of the different levels of education and proportions from the parents of students, the absence of parents directly in socializing PPDB online because of Covid 19 and the lack of PPDB online budget, no integrated Web from the Dinas Education.

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