



## **IMPLEMENTATION OF MANAGEMENT INFORMATION SYSTEMS IN PROMOTING SCHOOLS IN STATE JUNIOR HIGH SCHOOLS 1 LABUHANHAJI ACEH SELATAN**

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### **ABSTRACT**

The school management information system implemented by Labuhanhaji 1 Public Middle School was challenged after a government program to establish several other schools in Labuhanhaji, so the school carried out promotions to attract public interest to be willing to send their children to school. This study aims to determine the planning carried out in promoting schools, the implementation of management information systems in promoting schools, the supporting factors and obstacles to implementing management information systems in promoting schools. This type of research is field research, which is descriptive qualitative. Data collection is done by observation, interviews, and documentation. The research subjects were school principals, teachers, school administrators, student affairs teachers, student council members and students. The results of the study show that in promoting schools the school makes good planning in terms of the content of the information message conveyed, the facilities and infrastructure used, the structure of the party conveying the information, the target of the information, the location and purpose. Implementation of management information systems in promoting schools is carried out in several ways, namely utilizing social media, utilizing print media and holding outreach and seminars. Factors supporting the development of information and communication technology in the form of online media, social media and so on. The obstacle to the implementation of management information systems in promoting schools is the minimal level of human

resources for members, especially in the dissemination of information and the limited facilities and infrastructure that can be used in conveying information.

**Keywords:** *Implementation, Management Information System, Promote School*

## **INTRODUCTION**

An educational institution certainly does not only want to have a good information management system, but what has been owned by the school should be promoted to the community so that they want to send their children to that school. In this case of course it is necessary to disseminate information through promotion. This is because information is data that has been processed into a form that is meaningful to the recipient and is useful for current or future decision making (Lestari 2021). Law of the Republic of Indonesia Number 14 of 2008 concerning Public Information Disclosure states that information is a basic need for everyone for personal development and their social environment and is an important part of national security.

Therefore, how important it is that information is known by every individual and community group. In an educational institution, both at the basic level and the dissemination of information, information is important for the progress of an educational institution, especially information related to the quality and quantity of management in one school to the public (Aidi et al 2023.) To convey information related to one school to the public, the school must carry out various promotions (Mayang et al. 2020).

Promotion is a form of marketing communication that seeks to disseminate information, influence or persuade and remind targets, namely educational institutions to want to enter these educational institutions and be loyal to these educational institutions One educational institution that actively disseminates management information by conducting promotions is SMP Negeri 1 Labuhanhaji. In order to advance and improve the quality of education at the junior high school level, Labuhanhaji 1 Public Middle School has held various promotions to the community both through manual methods by distributing and pasting various brochures to the public and in crowded places, as well as by utilizing online media such as Instagram, Twitter, Facebook and so on.

The promotion of the management information system carried out by SMP Negeri 1 Labuhanhaji contains various information such as the existence of complete learning facilities, clean and tidy school buildings, the quality of alumni students who already have achievements at the provincial, national and international levels as well as teaching staff and conveys school aggradation SMP Negeri 1 Labuhanhaji itself. The implementation of management information systems in promoting schools has not been maximized as it should be. If this continues, it is very likely that the number of students at the school will decrease and the interest of the surrounding community is reluctant to send their children to SMP Negeri 1 Labuhanhaji.

## **METHODS**

The approach used in this research is a qualitative approach. This type of research used is descriptive method. As for the primary data used in this study in the form of interviews with key informants, documentation and results of field observations. The informants in this study consisted of school principals, deputy principals, curriculum representatives, student affairs, student council members and were descriptive qualitative, using the interactive analysis model proposed by (Sugiono 2020), namely data collection, data reduction, data presentation and conclusion.

## **RESULTS AND DISCUSSION**

The main steps taken by the SMP Negeri 1 Labuhanhaji school in promoting the school to the public are making plans in various aspects both in the field of the content of the information message conveyed, the facilities and infrastructure used, the structure of the party conveying the information, the target of the information, the location, the purpose of conveying the information and so forth. The existence of various plans in promoting the Labuhanhaji 1 Public Middle School aims so that the implementation can run smoothly so that the goals desired by the school can be realized and materialized. In an effort to promote the school to the public, the administrators of SMP Negeri 1 Labuhanhaji first designed a plan that they wanted to implement, both the content of the information message, the facilities used, the delivery procedures and so on.

In an effort to provide promotion about school information, the Labuhanhaji 1 Public Middle School first prepared a strategic plan for success in its promotional activities. The planning begins with a general meeting of the entire school community, both school administrators, teaching staff and students, so that the implementation can run smoothly and the desired goals can be achieved. Planning involving various elements of the school also discusses the promotion system and supporting facilities for implementing the promotion. The facilities prepared are in the form of social media, print media and so on.

There is planning in the field of supporting facilities and infrastructure in conveying information. The main facilities prepared are in the form of social media, digital media, internet sites and even in the form of fixed media such as banners, brochures, newspapers and so on. Not only that, the school also planned in advance competent personnel in the field of promotion for SMP Negeri 1 Labuhanhaji. In order to promote the school, SMP Negeri 1 Labuhanhaji also prepares experts who are competent in the field of communication and information including experts who are proficient in using information technology such as social media and digital media. Not only that,

the Labuhanhaji 1 Public Middle School in promoting their school to the public also designs various interesting print media that depict various achievements of the Labuhanhaji 1 Public Middle School itself.

From the various explanations above, it can be concluded that in an effort to promote the school, Labuhanhaji 1 Public Middle School first makes good plans in terms of management aspects of competent parties to be involved in delivering information, supporting facilities and infrastructure and seeking various collaborations from the whole community school.

The next step taken by the Labuhanhaji 1 Public Middle School in promoting the school is to implement the information system that was previously designed. The implementation of management information systems in school promotion by Labuhanhaji 1 Public Middle School is carried out in several ways, namely using social media, utilizing print media and holding outreach and seminars.

## 2. Using Online Media

The implementation of a management information system carried out by Labuhanhaji 1 Public Middle School in promoting its school to the public is using social media in the form of online media (Mayang et al. 2018). Online media is used primarily by providing the school's website and Facebook (Waruwu, Sari et al. 2022). This was used to make it easier for the Labuhanhaji 1 Public Middle School to promote their school to the entire Labuhanhaji community in particular and generally to the outside community.

School promotions carried out by Labuhanhaji 1 Public Middle School are mainly conveyed through online media, both in the form of school website pages, school Facebook, tweeters and other online media. The implementation of management information through online media is due to the fact that it will make it easier for the SMP Negeri 1 Labuhanhaji school to disseminate information to the general public, because online media can be used by almost all people. Labuhanhaji 1 Public Middle School in promoting their school is carried out by utilizing online media that can be known by the whole community, especially among Labuhanhaji 1 Public Middle School students themselves and teenagers who want to study at Labuhanhaji 1 Public Middle School.

## 3. Using Print Media

In addition to online media which is used as a means of implementing management information in promoting schools, SMP Negeri 1 Labuhanhaji also utilizes print media in the form of newspapers, banners and brochures. This media is used to produce various information, both the completeness of student

learning facilities and infrastructure available at Labuhanhaji 1 Public Middle School, the teaching staff and even the various achievements that have been achieved by Labuhanhaji 1 Public Middle School. This is done so that the public, especially students who have just finished school at the junior high school level and their family members, wish to attend SMP Negeri 1 Labuhanhaji.

The implementation of management information for SMP Negeri 1 Labuhanhaji given to the public aims to attract the public's interest in going to SMP Negeri 1 Labuhanhaji. The message conveyed by this print media is to include the various successes that have been achieved by the school and its students. However, it is not only the achievements that are informed, but also the quality of the teaching staff and infrastructure to support learning activities such as comfortable study rooms, availability of laboratories, sports facilities and so on. The information conveyed in promoting Labuhanhaji 1 Public Middle School does not only focus on the achievements that have been achieved but also informs the public about the quality of the teachers and managers of Labuhanhaji 1 Public Middle School itself.

#### 4. Done Transparently

The delivery of the school management information system by SMP Negeri 1 Labuhanhaji is also transparent/open. This means that the school provides information services in open spaces where it is crowded, even the school through its students also distributes brochures about Labuhanhaji 1 Public Middle School to the public by directly explaining the information conveyed if people ask. The existence of openness in conveying information through promotions is also conveyed by utilizing open spaces such as installing baleho in the center of Tapaktuan City regarding new student registration and so on. So that the public will get more information promoted by SMP Negeri 1 Labuhanhaji. The implementation of management information systems in SMP Negeri 1 Labuhanhaji is carried out in a transparent or open manner to every public so that it can be known by parents of students, especially those who do not know how to use online media.

Efforts to promote SMP Negeri 1 Labuhanhaji to the public are supported by various factors, both internal from the school and external, such as technological developments and the participation of other educational institutions, as explained below: The main factor that supports the delivery of the Labuhanhaji 1 Public Middle School information management system to the public is the development of information technology in the form of online media, social media and so on that can be utilized by the school to promote Labuhanhaji 1 Public Middle School. A supporting factor for Labuhanhaji 1 Public Middle School in providing school management information to the

public is the utilization of the development of information media in the form of Facebook, internet, Instagram, Whatsaap and so on (Mastiah et al. 2023). So that information can be conveyed to wider communities throughout the people of South Aceh. The development of communication media that utilizes the internet has become a support for Labuhanhaji 1 Public Middle School in promoting the school to the public. This means that by utilizing social media, the information conveyed is wider in scope both for parents of students, students who have just completed their education at the junior high school level and other community groups. School promotion activities carried out by Labuhanhaji 1 Public Middle School did not always go well, but there were also various obstacles, including:

#### 1. Level of Human Resources

The main obstacle for the SMP Negeri 1 Labuhanhaji school in implementing a management information system to promote the school is the minimal level of human resources for its members, especially in information dissemination. This is because some of the parties involved in promoting the school are students and only a small portion are teachers or the school. The level of human resources for information disseminators in promoting Labuhanhaji 1 Public Middle School is still very minimal in terms of competence related to procedures for conveying and promoting schools properly so that the public can understand and be interested in sending their children to Labuhanhaji 1 Public Middle School. Constraints in the field of human resources, school administrators in the field of conveying promotional information for SMP Negeri 1 Labuhanhaji are still unable to deal with various responses from the public, so that the information conveyed is not well understood by the public. This certainly has an impact on the community's desire to choose Labuhanhaji 1 Public Middle School as a school for their children and family members.

#### 2. Limited facilities and infrastructure

In addition to the minimal human resource factor in the field of information delivery competence, the facilities and infrastructure that can be used in conveying information are also an obstacle for the school in implementing an information management system to promote Labuhanhaji 1 Public Middle School. The lack of supporting facilities for conveying public information owned by SMP Negeri 1 Labuhanhaji is also an obstacle in promoting the school to the community.

### **CONCLUSION**

In promoting the school by the Labuhanhaji 1 Public Middle School, it begins with planning both the aspects of the content of the information

messages conveyed, the facilities and infrastructure used, the structure of the party conveying the information, the target of the information, the location and purpose of conveying the information. The implementation of management information systems in promoting schools at Labuhanhaji 1 Public Middle School is carried out in several ways, namely utilizing social media, utilizing print media and holding outreach and seminars. Factors supporting the implementation of management information systems in promoting schools at Labuhanhaji 1 Public Middle School are the development of information and communication technology in the form of online media, social media and so on that can be utilized by the school to promote Labuhanhaji 1 Public Middle School. The obstacle to the implementation of management information systems in promoting schools at Labuhanhaji 1 Public Middle School is the minimal level of human resources for members, especially in information dissemination and limited facilities and infrastructure that can be used in conveying information.

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