

Research Article

Analysis of the Implementation of the Zoning System Policy in the Service Technical Implementation Unit (UPTD) of State 2 Sungailat Private Middle School (SMP) Bangka District

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This study aims to determine the analysis of the application of the zoning system policy at Junior High School 2 Sungailat. Data collection was done based on observation, interviews, and documentation. The data analysis technique used in this study was descriptive qualitative by reducing data, presenting data, and drawing conclusions; and this study used the implementation theory of Van Metter and Van Horn. The indicators used are policy measures and objectives, resources, characteristics of implementing agents, attitudes/trends of implementers, inter-organizational communication, and the economic, social, and political environment. The results of this study show that the implementation of zoning policies at Junior High School 2 Sungailat has been going well. This is clear from goals, adequate and well-used resources needed, implementers who carry out their duties to the fullest, support from policy implementers, clear communication and handling of miscommunication that occurs, as well as community support for the implementation of the zoning system at Junior High School 2 Sungailat.

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1. Introduction

Education can stimulate innovation or new ways of thinking and utilize technology for teaching. As a result, education contributes to economic development, not only by producing a strong workforce but also by fostering self-reliance and contributing to economic growth.

However, Indonesia currently ranks 72nd out of 77 countries in the quality of education survey conducted by the Programme for International Assessment (PISA), indicating low educational quality. This global competition places pressure on individuals and

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nations to compete on a broader scale, causing everyone, including countries, to compete and feel the increasing intensity of competition (Hendakusuma, 2022).

However, in reality, up to the present time, the issue of the lack of educational quality distribution is still very apparent, and there is indeed an educational gap in almost every region. A small example of the lack of educational quality distribution is the existence of favorite schools. In essence, parents tend to enroll their children in schools considered superior in that area, which reflects the inequality in educational quality. The background for the emergence of the “favorite school” label in the public’s perception is based on factors such as school accreditation, the provision of comprehensive facilities, the availability of popular extracurricular activities, the presence of professional teaching staff, the production of graduates or alumni considered outstanding, and so on (Rahadian, 2019). Since 2017, the government has implemented the “Zoning System” to admit new students, in accordance with the Ministry of Education and Culture’s regulation, in an effort to ensure educational equity as mandated by the 1945 Constitution and National Education Law No. 20 of 2003 on the National Education System (Kemdikbud, 2017).

Basically, the goal of zone-based education management is to ensure that all students receive equal and quality education. In this context, zoning is carried out with two main objectives. They are to enhance equality and fairness in accessing education and to improve the quality of educational services. Therefore, the educational zoning policy in Indonesia has three targets. One of them is to restrict new student access to schools through the implementation of the zoning system in the New Student Admission (PPDB) process. The other two targets are to benefit teachers and educational staff and to improve school facilities and equipment. As a new regulation, Ministry Regulation No. 1 of 2021 from the Ministry of Education and Culture was issued. This regulation governs the admission of new students in the latest PPDB guidelines for elementary, junior high, high school, and vocational school levels. The rule is established with the goal of promoting access to educational services and serving as a technical rule and guideline explaining the zoning determination (Wardana, 2021).

As an effort to create educational equity in Bangka Regency, since 2020, the Department of Education, Youth, and Sports of Bangka Regency has implemented a school zoning system policy in Bangka Regency by issuing Regent Regulation No. 26 of 2020 on Guidelines for Admission of New Participants in Early Childhood Education, Elementary Schools, and Junior High Schools.

This was later replaced by the issuance of Regent Regulation No. 34 of 2022, which contains guidelines for the admission of new students, regulating the methods for

accepting students from kindergarten to junior high school. One of these methods governs the admission of junior high school-level students through four channels, namely:

Zoning route (admission for junior high school level with a minimum of 50% capacity).

Affirmative route (admission of 15% of the capacity).

Parental job transfer route (admission of 5% of the capacity).

Achievement route (opened if there are still student admission quotas).

The issuance of Regent Regulation No. 34 of 2022 is intended to provide broad opportunities for citizens to access education that is suitable and meets their educational needs. Additionally, this Regent Regulation is aimed at ensuring equitable access to education that complies with local education requirements and standards, thereby ensuring that the educational process is conducted accountably, transparently, and objectively, in line with the goals of the zoning policy (Regent Regulation No. 34 of 2022).

One of the educational institutions implementing the zoning policy is SMP Negeri 2 Sungailiat, known as the best junior high school in Bangka Regency, consistently achieving high national exam scores almost every year (Mahendra, 2023). At SMP Negeri 2 Sungailiat, which is a favored school in the Sungailiat District, the New Student Admission (PPDB) process for the 2020/2021 academic year was conducted online and outside the school premises. A total of 338 individuals applied, and 256 students, or 8 classes with 32 students each, were to be accepted. There are four student intake channels: zoning (50%), achievement (25%), affirmative action (20%), and transfer (5%). Online registration was carried out for the first time, leading to technical issues such as uneven network coverage in certain areas, which hindered the registration process (Sakti, 2020).

2. Methods

This research is descriptive research of qualitative approach. It will describe phenomena, objects, or social settings within a narrative text. This research was conducted at SMP Negeri 2 Sungailiat, located at Jl. Pemuda No.20, Parit Padang, Sungailiat, Bangka Regency, Bangka Belitung Islands Province.

This research uses qualitative data, which means data in the form of words, diagrams, and images. In this study, data sources are categorized into two categories. The first is primary data, which is obtained directly by the researcher from the first source or

research location. The second is secondary data, which is provided directly to the data collector through other sources or documents.

This research collects data through interviews, observations, and documentation. In this study, data is reduced, presented in text form, and conclusions are drawn. Sugiyono (2017) stated that data analysis is the process of seeking and planning data collected from field notes and interviews. This process involves organizing data into categories, breaking it down into smaller parts, synthesizing it, arranging it into patterns, selecting what is important and can be learned, and drawing conclusions so that the data becomes easily understood by individuals and others.

3. Results and Discussion

3.1. Policy Size and Objectives

Based on the research findings and field interviews, the implementation of the zoning policy can be considered in line with the agreed-upon objectives outlined in Regent Regulation No. 34 of 2022. Based on the interviews with several informants, it can be explained that the zoning policy established in Bangka Regency, especially at SMP Negeri 2 Sungailiat, aligns with the objectives of Regent Regulation No. 34 of 2022. These objectives are as follows. Providing equal opportunities to Indonesian citizens of school age, especially those residing in the area, to access the same educational services suitable for their educational levels.

Offering equal opportunities to students from economically disadvantaged families and students with special needs (Anak Berkebutuhan Khusus or ABK) to receive education that meets regional standards and criteria. The research findings are also consistent with the theory presented by Van Mater and Varn Horn (Pramono, 2020), which explains that “policy size and objectives are detailed overall objectives of policy decisions towards specific and clear standards to avoid disputes among implementing agents.” Referring to this theory, if the size and objectives of a policy are not understood, the policy’s goals may not align, leading to conflicts among implementing agents.

3.2. Resource

Based on research results and findings in the field through interviews, in implementing the resource zoning system policy and its use has been maximized, in this case the resources needed are:

Human resources include PPDB committees at both district and school levels.

Funding resources provided by the government to support the success of the PPDB zoning policy.

Infrastructure resources include school buildings provided by SMP Negeri 2 Sungailiat as well as registration website facilities provided by the Education Office.

As well as time resources, namely the availability of sufficient time from the PPDB planning process to acceptance which has been arranged in such a way as in the table below:

TABLE 1: Time structure and stages of PPDB activities at SMP Negeri 2 Sungailiat.

Validation of prospective new students who pass the selection by school	03-04 July 2023
Ratification of prospective new students by the Head of the Education and Sports Department Bangka Regency	05-07 July 2023
Announcement of candidates accepted students	08 July 2023
Re-register candidates new students	10-15 July 2023
First day of the year new teachings	17 July 2023

Source: processed by researchers (2023)

Apart from that, the research findings are in line with the theory presented by Van Mater and Varn Horn (Pramono, 2020) which explains “things that support the success of a Policy implementation include more than just target standards; it also requires resources

available to simplify implementation.” If we refer to this theory, these resources support a policy in the form of humans and others so that they can be utilized as best as possible to achieve goals in an efficient manner. In this case, resource utilization is considered to be effective and good considering the availability of resources sufficient power so that the implementation of zoning activities runs well and smoothly.

TABLE 2:

Activity	Time Implementation
PPDB socialization in RRI Sungailiat	05 June 2023
Socialization to education units	06-08 June 2023
Socialization mechanism implementation of PPDB to the community	09-17 June 2023
Candidate registration peserta didik baru	19-24 June 2023

3.3. Characteristics of the Implementing Agent

Based on the results of research and findings in the field through interviews, the implementation of the zoning system policy at SMP Negeri 2 Sungailiat in relation to the characteristic indicators of the implementing agent has gone well. This can be seen from the implementation of SOPs at SMP Negeri 2 Sungailiat in carrying out the PPDB in the form of orderly implementation times and the number of admission quotas in accordance with Perbup Number 34 of 2022 so that what is carried out is in accordance with the plan.

Apart from that, the Education Department also behaves firmly in implementing the zoning system with those who do not make their own regulations but obey the applicable regulations, namely Perbup Number 34 of 2022 and Minister of Education and Culture Regulation Number 1 of 2021.

The results of this research are also in line with the theory presented by Van Mater and Varn Horn (Pramono, 2020) which explains “the characteristics of implementing agents, or the perspective of individual policy implementers. Policy implementers can follow this perspective. This can be seen from the bureaucratic structure, standards and relationship patterns within it, all of which will have an impact on program implementation.” When referring to this theory, the attitude of policy implementers becomes very important. The attitude shown by policy implementers is the key to the success of achieving the goals of a policy.

3.4. Attitudes/Tendencies of Implementers

Based on research findings and interviews, the implementation of the zoning system policy at SMP Negeri 2 Sungailiat is related to the attitude indicators of the implementers showing good support for the existence of the zoning policy because it is time to realize educational equality, especially for state schools so that everything is the best, both in terms of teachers and students. It's good not only to gather at one school. Apart from that, the things that influence the success and failure of the zoning system mostly come from community support and whether the community's behavior complies with these rules or not because the implementing committee has tried as hard as possible by using their best abilities to create a successful zoning system.

The results of this research are also in line with the theory presented by Van Mater and Varn Horn (Pramono, 2020) which explains “Policy apparatus focuses on implementers, or executors. Perspective or tendency (Disposition) is evaluated based on several

factors. The first is response or response. The second is cognition (understanding), namely how policy implementers understand the content of the policy. The third is the response level, which is the reaction of supervisory policy implementers to this understanding." When referring to this theory, it can be seen that the disposition that has occurred is good because all levels of implementers and the community have understood and complied with the policies made and implemented.

3.5. Interorganizational Communication

Based on research results and findings in the field through interviews, the implementation of the zoning system policy at the Sungailiat 2 state secondary school related to inter-organizational communication indicators has been carried out well and optimally. Communication from the Education Department to schools has been carried out well by providing routine and scheduled socialization as well as providing information forums using technology such as the WhatsApp group. Likewise, the communication carried out by the school to the community has been carried out well and optimally. It is true that there are still people who are lagging behind in information, but SMP Negeri 2 Sungailiat provides a solution where information is conveyed not only through electronic media but also provides large banners at school that everyone can read. Apart from that, if there are problems regarding technology, the PPDB committee of SMP Negeri 2 Sungailiat will participate in helping people who are still unable to optimally use technology amidst online-based registration.

The results of this research are also in line with the theory presented by Van Mater and Varn Horn (Pramono, 2020) which explains "Accurate and consistent communication to policy implementers is very important for effective policy implementation." If we refer to this theory, communication is a very important factor in implementing policies. Lack of communication and coordination by policy implementers will result ineffective policies so that targets and objectives will be difficult to achieve. But in this case, SMP Negeri 2 Sungailiat has carried out its role well in terms of communication.

3.6. Economic, Social and Political Environment

Based on research results and findings in the field through interviews, the implementation of the zoning system policy at SMP Negeri 2 Sungailiat is related to indicators of social, economic and political conditions which greatly influence the policies that are implemented and are running well. Starting from the economic conditions where funds

for zoning PPDB activities are obtained from APBD budget funds for districts, and funds come from the BOS budget and APBD budget for implementing zoning PPDB in schools. In the social and political environment, people's reactions certainly vary. There are pros and cons that arise with implementing this zoning. Basically, the implementation of the zoning system is certainly for equal distribution of education, but on the other hand, zoning creates the view that students do not have competitiveness in the process of registering to enter a school. Indeed, the zoning system supports people around the school to attend the nearest school, but if a student is far from all school zones then they will automatically be disqualified. But apart from that, many people agree and support the continuation of the zoning program because they see that they can now access schools that were previously considered favorite and superior, such as SMP Negeri 2 Sungailiat.

The results of this research are also in line with the theory presented by Van Mater and Varn Horn (Pramono, 2020) which explains "economic, social and political conditions are government conditions that greatly influence how policies are implemented. It consists of three conditions. The first is economic conditions, which are the budget resources needed to meet policy implementation needs. Second is social conditions, which include society's response or reaction to policies that can influence social conditions. Third is political conditions, or power, which is the authority possessed by officials to determine the success of policy implementation."

4. Conclusion

Based on research results and discussions related to implementation The zoning system policy at SMP Negeri 2 Sungailiat can be concluded that the overall implementation of the zoning system has been running well. This is seen from six indicators, starting from size and policy objectives. In implementing zoning policies, every implementing agent and even the community understands the purpose of creating zoning policies. In terms of resources, implementing agents, both the Education Department and SMP Negeri 2 Sungailiat, have used resources effectively and explained what resources they use in implementing the zoning system.

Likewise with the indicators of organizational characteristics where the implementers implement the zoning system in accordance with the SOP that is created and applies so that everything runs in an orderly manner. Another indicator, namely the disposition or attitude of the implementers, shows that the implementing agents provide full support for the implementation of zoning policies, especially at SMP Negeri 2 Sungailiat. The

communication between the Education Department and schools, especially SMP Negeri 2 Sungailiat, also went well, as did the communication between SMP Negeri 2 Sungailiat and the community.

Information disclosure is given priority and importance in implementing zoning policies so that there is minimal miscommunication. And the final indicator is the external environment which includes the economic environment in the form of financial support which is definitely issued by the government through the APBD and BOS budget to schools, the social and political environment in the form of support from the community for the implementation of the zoning policy being implemented.

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