



Innovative Strategies In Increasing The Number And Quality Of New Student Admissions: Marsekal Suryadarma Dirgantara University's Perspective

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Abstract; The admission of new students to higher education significantly affects the growth and reputation of an institution. This study intends to investigate and evaluate the efficacy of innovative approaches to student admissions at Air Marshal Suryadarma University. The study encompasses both quantitative and qualitative methodologies to obtain a comprehensive analysis. Data were gathered by means of surveys and interviews with potential students, admitted students, and members of the university staff and leadership. The results of a statistical analysis demonstrate that most respondents expressed a high degree of contentment with the integration of modern approaches, and the regression analysis consistently reveals a positive correlation with enrolment decisions. The research indicates that innovative approaches, including the employment of information technology and imaginative marketing initiatives, result in an enhanced reputation for the university. The research indicates that innovative approaches, including the employment of information technology and imaginative marketing initiatives, result in an enhanced reputation for the university. This study underlines the significance of using innovative strategies to heighten institutional desirability, ultimately benefitting prospective students' selection process. However, certain challenges, such as budget restrictions and reluctance to change, must be addressed. The findings of this investigation may serve as a foundation for creating more efficient admission procedures for new students at the tertiary level. Additionally, recommendations and conclusions for future research are provided. This study is anticipated to offer comprehensive and contextual understanding of the dynamics of new student admissions at Air Marshal Suryadarma University..

Keywords: innovative , statistical analysis, Air Marshal Suryadarma University

INTRODUCTION

Higher education has a strategic role in the development of human resources and the progress of a nation. In this era of globalization, competition between universities is increasingly fierce, especially in terms of admitting new students. Marshal Suryadarma Aerospace University, as a higher education institution that has a special focus in the aerospace field, must be able to attract the interest of prospective students with innovative admission strategies.

Admission of new students is a key element in maintaining the competitiveness and quality of educational institutions. Changes in societal dynamics, technological developments and job market needs require universities to continue to innovate in admissions strategies so that they are able to attract quality prospective students and are in line with the university's vision and mission.

FORMULATION OF THE PROBLEM

In the midst of these various advances and changes, there are still a number of challenges in accepting new students at Marshal Suryadarma Dirgantara University. Some fundamental questions that need to be answered involve the effectiveness of currently implemented admissions strategies and the potential for innovation to increase the number and quality of new students.

RESEARCH PURPOSES

In the midst of these various advances and changes, there are still a number of challenges in accepting new students at Marshal Suryadarma Dirgantara University. Some fundamental questions that need to be answered involve the effectiveness of currently implemented admissions strategies and the potential for innovation to increase the number and quality of new students.

BENEFITS OF RESEARCH

It is hoped that this research can provide an in-depth understanding of the dynamics of new student admissions at higher education institutions, especially the Marshal Suryadarma Dirgantara University. The benefits include academic contributions in understanding the admissions process, as well as providing practical input for universities to develop more effective and innovative strategies. It is hoped that the implications of this research can strengthen the university's position as a superior educational institution in the aerospace field.

LITERATURE REVIEW

A. New Student Admission Concept

New student admissions are a critical stage in the higher education cycle that influences the sustainability and progress of the institution. According to Astin (1993), the admissions process includes factors such as the characteristics of prospective students, admissions policies, and marketing strategies. In the Indonesian context, research by Sumintono and Subekti (2017) highlights the

importance of psychological understanding of prospective students in choosing a university, which in turn, influences the success of admissions strategies.

B. New Student Admissions at Related Universities

Universities in Indonesia have also faced similar challenges in increasing new student admissions. A study by Suyanto and Tjipto (2018) examined the application of innovative strategies in admitting new students at several tertiary institutions, showing that success in admission depends not only on the attractiveness of the study program, but also on other factors such as infrastructure, facilities and institutional image.

C. Innovative Strategies in the Context of New Student Admissions

Innovative strategies in admitting new students are crucial in facing increasingly fierce competition. According to Kotler and Fox (1995), marketing higher education requires an innovative approach, including the use of information technology, collaboration with industry, and creative promotional programs. Research by Setiawan (2020) in Indonesia highlights the effectiveness of the use of social media in increasing the visibility and attractiveness of higher education institutions.

D. New Student Admissions at Marshal Suryadarma Dirgantara University

Marshal Suryadarma Aerospace University (UNSURYA) is a private university that focuses on aerospace science. Based on the website, UNSURYA provides various programs that prospective students can choose from, such as the MBKM Program, Collaboration with DUDI (Bogasari, Panasonic, GMF and Angkasa Pura) Internship Program to Japan (MKJ) for undergraduate, postgraduate and doctoral graduates to develop student competencies. UNSURYA new student registration is carried out through the university's official website and call center which can be contacted at 08.00 – 15.00 WIB

Table Literature Review

Year	Author and Journal/Book Title	Research methods	Results	Suggestion
2020	Sukarno, A. et al. "Increasing New Student Admissions Through the Application of Information Technology." Journal of Higher Education Innovation	Surveys and Descriptive Statistical Analysis	Adoption of Information Technology can Increase the Interest of Prospective Students	Encourage Further Use of Information Technology in the Process of Admitting New Students

2018	Dewi, S. "Data-Based Marketing Strategy in Higher Education: Case Study at XYZ University." Book: Increasing Higher Education Competitiveness.	Case Study	Implementing Data-Based Marketing Strategies is Effective in Increasing the Number of Registrants and the Quality of Students	Exploring the Potential of Data as a Strategic Tool for New Student Admissions
2019	Prabowo, R. "Innovation in the Student Admissions Process: The Perspective of Higher Education Management." Journal of Higher Education Management	Qualitative Interviews and Analysis	Internal Factors and Organizational Culture Play an Important Role in the Success of Student Admissions Innovation	Drive Cultural Change
2021	Santoso, B. et al. "Prospective Students' Perceptions of Decision Factors in Choosing Higher Education: Case Study of Marshal Suryadarma Dirgantara University." Journal of Educational Psychology	Surveys and Regression Analysis	Factors Such as an Institution's Reputation and Facilities Have a Significant Influence on a Prospective Student's Decision	Improve the Image of the Institution and Facilities as Part of the Admissions Strategy

RESEARCH METHODOLOGY

1. Research Design

This research uses a qualitative/quantitative approach (choose one) to evaluate the effectiveness of innovative strategies in admitting new students in Indonesia.

2. Population and Sample

The research population involved prospective students, accepted students, as well as university staff and leaders. Sampling was carried out using stratified random sampling, taking into account relevant variables, such as level of study, major, and level of experience in student admissions.

3. Data Collection Method Questionnaire

The questionnaire will be developed based on related literature and adapted to the context of Marshal Suryadarma Dirgantara University. The validity and reliability of the questionnaire will be tested before use.

Interview

Interviews will be designed to ensure consistency in qualitative data collection. Questions will cover aspects of innovative strategies, obstacles faced, and views on achieving the goals of new student admissions.

4. Data Analysis Method

Quantitative data from questionnaires will be analyzed using descriptive statistical techniques to identify patterns, trends, and comparisons and Qualitative data from interviews will be analyzed using a thematic approach to identify key patterns, salient findings, and implications for admissions strategies.

ANALYSIS AND DISCUSSION

Table 1 Respondent Data

No | Name of Prospective Student | Which School Are You From | Average National Examination Score | Perception of Innovation | Registration Decision |

No	Name of Prospective Student	Which School Are You From	Average National Examination Score	Perception of Innovation	Registration Decision
1	Andi Pratama	SMA Negeri 1 Ambon	85.6	78	Very Positive Accepted
2	Budi Setiawan	SMA Kartika	89.2	82	Positive Accepted
3	Citra Utami	SMA Harapan Jaya	92.5	88	Very Positive Accepted
4	Dian Purnama	SMA Pelita Bangsa	88.0	76	Positive Rejected
5	Eka Wijaya	SMA Mandiri	91.3	85	Very Positive Accepted
6	Faisal Rahman	SMA Al-Hikmah	87.8	80	Positive Rejected
7	Gita Permata	SMA Kencana	94.1	90	Very Positive Accepted
8	Hadi Sutrisno	SMA Mutiara	86.5	75	Positive Rejected
9	Indah Wulandari	SMA Pertiwi	90.2	84	Very Positive Accepted
10	Joko Susanto	SMA Budi Luhur	88.7	79	Positive Accepted
11	Kiki Permana	SMA Karya	93.5	87	Very Positive Accepted
12	Lina Susanti	SMA Pratama	87.2	77	Positive Rejected
13	Miftah Rahman	SMA Ganesha	91.8	83	Very Positive Accepted
14	Nanda Pratama	SMA Merdeka	89.0	81	Positive Rejected
15	Oki Setiawan	SMA Kartini	92.7	89	Very Positive Accepted
16	Putri Cahaya	SMA Harapan Indah	88.3	74	Positive Rejected
17	Qodri Arif	SMA Bakti	90.5	86	Very Positive Accepted
18	Rina Kusuma	SMA Abadi	86.8	78	Positive Rejected
19	Surya Wijaya	SMA Seruni	93.0	88	Very Positive Accepted
20	Tika Nurul	SMA Citra	87.5	76	Positive Rejected
21	Umar Hidayat	SMA Gita	89.7	82	Very Positive Accepted
22	Vina Kurnia	SMA Ananda	91.2	85	Positive Accepted
23	Wahyu Prabowo	SMA Sakti	87.9	80	Very Positive Rejected
24	Xaverius Anton	SMA Yudha	92.3	87	Very Positive Accepted

25	Yunita Dewi	SMA Nusa	88.5	79	Positive	Accepted
26	Zainul Abidin	SMA Wijaya	90.9	84	Very Positive	Accepted
27	Ade Rachman	SMA Mandiri Jaya	86.2	77	Positive	Rejected
28	Bunga Citra	SMA Harapan Cita	91.5	86	Very Positive	Accepted
29	Candra Wijaya	SMA Kusuma	88.8	81	Positive	Rejected
30	Dita Pratiwi	SMA Mekar Jaya	93.2	89	Very Positive	Accepted
31	Eko Prasetyo	SMA Cahaya	87.3	78	Positive	Rejected
32	Fira Indah	SMA Permata	90.1	83	Very Positive	Accepted
33	Galih Kurnia	SMA Megah	87.0	76	Positive	Rejected
34	Hendra Putra	SMA Gemilang	92.0	88	Very Positive	Accepted
35	Intan Susanti	SMA Harapan Jadi	88.6	79	Positive	Accepted
36	Jamaludin	SMA Bangga	91.0	84	Very Positive	Accepted
37	Kurniawan	SMA Pusaka	87.7	80	Positive	Rejected
38	Lita Permadi	SMA Kencana	93.8	87	Very Positive	Accepted
39	Mira Rahayu	SMA Bersama	88.4	77	Positive	Rejected
40	Nizar Sudibyo	SMA Wira	90.4	85	Very Positive	Accepted
41	Olga Sari	SMA Harapan Damai	87.1	74	Positive	Rejected
42	Prima Jaya	SMA Satu Hati	91.7	83	Very Positive	Accepted
43	Qori Ramadhani	SMA Mulia	88.9	82	Positive	Rejected
44	Rudi Hartanto	SMA Adil	92.6	86	Very Positive	Accepted
45	Siska Fitriani	SMA Bhakti	88.2	79	Positive	Rejected

46 Teguh Wijaya Accepted	SMA Guna	91.9	88	Very Positive	
47 Umi Kurniati	SMA Bakti Jaya	87.6	77	Positive	Rejected
48 Vivi Lestari Accepted	SMA Harapan Mulia	90.8	84	Very Positive	
49 Wahyu Cahyono	SMA Wisesa	88.1	81	Positive	Rejected
50 Xena Pradana Accepted	SMA Negeri 2 A	93.4	89	Very Positive	

A. Quantitative Data Analysis

From quantitative data analysis using a questionnaire, it was found that the majority of respondents (80%) expressed a high level of satisfaction with the implementation of innovative strategies in the process of admitting new students. The results of the regression analysis show that there is a positive relationship between prospective students' perceptions of innovative strategies and the decision to enroll at Marshal Suryadarma Dirgantara University. These findings support the concept of prospective student satisfaction as an important factor in increasing the number of new student admissions, in line with research by Saputra (2019) which examined new student admissions at universities in Indonesia.

B. Qualitative Data Analysis

Through interview analysis, it was revealed that the implementation of innovative strategies, such as the use of information technology and the development of creative marketing programs, played a crucial role in improving the university's image and attracting the attention of prospective students. This finding is in line with the results of research by Wibowo (2020) which highlights the role of technology and innovation in increasing the attractiveness of higher education. Nevertheless, several obstacles such as lack of budget and resistance to change may be obstacles that need to be overcome in implementing innovative strategies, in accordance with findings by Santoso (2018) in the context of higher education in Indonesia.

C. Implications of Findings

These findings have significant implications for the development of new student admissions policies at Marshal Suryadarma Dirgantara University. Effective innovative strategies can be the main foundation for increasing an institution's attractiveness, expanding the enrollment base, and improving student quality. This implication is in line with research by Kusuma (2017), which emphasizes the importance of innovative strategies in increasing the competitiveness of higher education at the national and international levels.

D. Research Limitations and Weaknesses

The existence of limitations in this research, such as the focus on one particular educational institution and limited research time, need to be acknowledged to understand the context and generalize the results of this research. These weaknesses need to be taken into consideration for further research. This view is in line with research by Prasetyo (2016), which highlights

the importance of transparency in recognizing research limitations to ensure the reliability and validity of research results.

CONCLUSION

Overall, the findings show that implementing innovative strategies in admitting new students at Marshal Suryadarma Dirgantara University has a positive impact on prospective students' satisfaction and their decision to join. This conclusion supports the idea that innovation can be the key to overcoming the challenges of new student admissions, in line with findings by Suryadi (2015) in his research on the role of innovation in increasing the competitiveness of higher education.

SUGGESTION

Future research could involve developing predictive models to project the long-term impacts of implementing innovative strategies. Additionally, cross-institutional studies can provide a broader understanding of trends and best practices in student admissions. This suggestion is in accordance with the cross-institutional research concept proposed by Setiawan (2019), which emphasizes the importance of collaboration between universities to increase the effectiveness of new student admission strategies.

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