

THE PHENOMENON OF PICKING UP BALLS IN THE PPDB PROCESS (PHENOMENOLOGY STUDY OF PICKING UP FOOTBALL AT SMK SIANG 1 BOJONEGORO)

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ARTICLE HISTORY

Received : 2310-2020

Revised : 18-10-2020

Accepted : 17-11-2020

KEYWORDS

Authority;
PPDB;
pick up ball;
strategy

ABSTRACT

Private educational institutions have various methods of recruiting students according to school needs. In general, these schools prefer to implement PPDB (New Student Admissions) with the "pick up ball" method, rather than taking PPDB Online. PPDB "pick the ball" is a method of recruiting students that is followed by all school units including, educators and students. They go directly to the field to find and pick up students. So, not only students who come to the school to register, but the school will pick up prospective students. This research is a qualitative study using the Alfred Schutz phenomenology approach. Max Weber's theory of social action as the analysis knife of this research. The focus of this research study is the SMK Siang 1 Bojonegoro school unit. The selection of informants was done purposively. Data obtained through observation, indepth interview, and documentation. The results of the study, SMK Siang 1 Bojonegoro has several reasons for "picking up the ball", including: maintaining school prestige, eliminating negative stereotypes, competition between schools, increasing economic capital, bureaucratic efficiency, and the existence of a communal culture in the Bojonegoro community. There are two strategies used to make "pick the ball" successful. Hegemony strategy, actors act on the basis of franchise principles, seen from the side of efficiency and effectiveness alone. Meanwhile, the actor's Social Capital strategy acts based on moral and religious values.

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INTRODUCTIONS

PPDB or what is often called the acceptance of new students, is part of the school program. Each educational institution simultaneously carries out PPDB activities. Schools have an obligation to facilitate prospective new students, but schools have no obligation to look for students (Niron, 2011: 6). However, in practice, many schools use social networks to find students. In fact, according to government regulations the current system being implemented is PPDB online. In Indonesia, there are more private schools than public schools. Such conditions trigger school competition in the recruitment of prospective new students.

The principles that must be developed in the PPDB process are transparency, fairness, and not burdening prospective new students. Judging from the timing of student admission, student

selection material, and student fees for entering school need to be reviewed by the school. This is because it violates the human rights of children to get the opportunity to get education openly and fairly, and has created conditions of discrimination against children. Therefore, the Indonesian government agreed to establish PPDB online to answer some of the PPDB problems that exist in the world of education.

PPDB Online implementation is not carried out optimally. This is because human resources in the technology sector are inadequate. Both the school and community members feel that they do not understand computing systems. This phenomenon can be found in Bojonegoro Regency. The implementation of PPDB online seems to have been neglected because most Bojonegoro residents feel unfamiliar with the systematics of information technology.

Bojonegoro residents, not only have problems with their human resources. But regarding the socialization of PPDB online and communal culture are also obstacles to the implementation of these activities. Student recruitment in this way was initiated in 2000, but began to be implemented in Bojonegoro in 2009. In fact, until now this has not been implemented optimally.

A similar situation can be found at SMK Siang 1 Bojonegoro, where the PPDB process is online not very implemented. This is because the private city SMK, which in fact is the favorite school in Bojonegoro Regency, has decreased the number of students for 2 consecutive years. It started in 2008 and was exacerbated in 2010. In addition, the internal problem of the school is the lack of computing infrastructure. Along with the development of the education system, external problems also arise, namely the existence of competition between schools. The school, which was founded in 1976, for the last 4 years has implemented a "pick up the ball" system. Here, not only students come to school, but teachers, administrative staff, school messengers and even involve student council administrators and non-student council administrators also look for and pick up prospective students who want to register.

Interestingly, the "pick-up ball" system is not monotonous, school units have various strategies to attract prospective new students. An unsung hero is willing to take to the field like a sales promoting a school only to find students. It is tragic when an educator who should be imitated makes promises like a politician, making schools a central commodity.

Naturally, when private schools do recruitment of students with a special strategy. Because they have authority over the group. The phenomenon of "picking up the ball" has begun to reveal its true identity, full of contradictions, ideologies and has actually given birth to educational pathologies. There are implications that undermine the dignity and worth of educators. Indeed, there is nothing wrong with recruiting students, but it would be better not in a way that can damage the image of educators.

MATERIALS AND METHODS RESEARCH LOCATION

This research uses descriptive qualitative research methods. In order to describe, summarize various conditions,

situations or phenomena that arise in society by means of descriptions in the form of words and language (Bugin, 2001: 48).

Using the phenomenological approach of Alfred Schutz. The goal is to find out Because Motive (reasons) and In Order To Motive (goals). Because motive is about a person's reasons for taking an action, choosing a choice and its relation to a decision, while In order to motive is related to one main reason behind one's actions and choices or decisions related to the goals to be achieved. For example, in "picking up the ball" actors have reasons and goals for implementing a hegemonic strategy. They have great public speaking . Therefore, he has a goal in these activities as a place to exist. Phenomonology can dismantle the world of individual consciousness, is interested in structures, and the way human consciousness works (Moleong, 2008: 94).

The research location is in Bojonegoro Regency, namely at SMK Siang 1 Bojonegoro. The reason for choosing the first research location was because SMK Siang 1 Bojonegoro was a favorite school. Second, the school is famous for its students' delinquency, but its achievements can be proud of. This is evidenced by obtaining the ISO 2008-9001 degree and accreditation A. Third, the most interesting part of this school is its idea of triggering the "pick-up" phenomenon in recruiting new prospective students.

The subjects of this study were members of SMKSiang 1 Bojonegoro, including educators, administrative staff, school messengers, student council administrators and non-student Osis administrators. Not only teachers were the research subjects but also students, because the researcher wanted to know the validity and correlation of the data. The research subjects were selected purposively. That is, research subjects are selected based on certain considerations, related to their knowledge of "picking the ball".

Field research was conducted by means of observation and in-depth interviews. In this study, the observation technique used was participant observation, that is, the researcher was directly involved in the committee of the PPDB "pick up the ball" implementation process from start to finish. Meanwhile, secondary data will be obtained by utilizing data from books, newspapers, magazines, journals or the internet. The data is used to obtain information that is not obtained from observation and in- depth interviews.

The data analysis process begins by examining the available data from various sources, namely from interviews, observations that have been written in field notes, official documents, photos and so on. The findings of the data were analyzed using phenomenological data analysis, beginning with categorization of the data that had been obtained. Initially, an investigation was

carried out on the data about the similarities of the strategies carried out by the research subjects, which then looked for differences in opinion between one study subject and another as a different categorization.

The next step in data analysis is to check the validity of the data using the method triangulation (Moleong, 2004: 1). The method Triangulasi can be reached in several steps. First, comparing the observation data with the interview data. Second, comparing the subjects' words over time. Third, comparing the situation and perspective of the school unit with the contents of a related document. Fourth, comparing the informant's words with his actions. Then start with the data interpretation step, which is to criticize the theory based on existing data.

RESULTS AND DISCUSSIONS

Reasons SMK Siang 1 Bojonegoro prefers to implement a "pick-up" system in recruiting new students, rather than having to follow government regulations regarding PPDB implementation online for several reasons, namely SMK Siang 1 Bojonegoro as a commodity printer with an accreditation title "A" and ISO 9001: 2008 certificate, of course it is not easy for him to survive in the midst of educational competition that has resembled the industrial market. Of course, the schools in this study can be called markets. They want to continue to appear as holders of standards recognized by the WTO world trade council. With the aim, schools will be able to produce high quality products and according to consumer tastes. The school's effort to maintain its prestige is in accordance with Weber's view, talking about the "status class situation" (Maliki, 2010: 213). It is not surprising that schools do various ways to maintain their prestige.

Students are a measure of the success of private schools in maintaining the quality of standardized education. That is the reason SMK Siang 1 Bojonegoro insisted on building a "pick-up" flow as ideal as possible. This situation is in line with Weber's thinking about the demands effectively of what has been given to the status group (Maliki, 2010: 214).

The principal of SMK Siang 1 Bojonegoro only considers the value of profits for the personal interests of the school. Finally a choice was made over the application of the PPDB "pick-up ball" system as merely a means by which to achieve this goal. This reflects that the Principal's consideration only rests on the side of efficiency and effectiveness, which is in accordance with Weber's view of social action based on instrumental rationale (Maliki, 2010: 208). Actors as leaders do not act based on a commitment to the noble values of life, but actors only act based on selfishness.

The majority of vocational high school students are male. So that people think that SMK is negative. Male students tend to be "naughty" and "bad". This stereotype has stuck in the minds of the people all this time. The image of SMK in general, if viewed by the community, is a special school for boys,

even the competency of expertise tends to have annuance automotive. This reality, when examined using Soerjono's thinking about stereotypes, includes a group's general view of an institution that is negative (Horton and Hunt, 1984: 223). This proves that the viewpoint stereotypical applied by a community group is

indiscriminately towards the stereotyped institutions (Soekanto, 2012: 104-108).

A similar condition is also experienced by SMK Siang 1 Bojonegoro which is rich in male students. The number of male students is 1,160 students, while female students are 157 students, thus 88% of male students dominate in SMK Siang 1 Bojonegoro (PM-WMM, 2013: 1). This is one of the causes of problems internal in the school. According to Soekanto, the perspective of prospective new students regarding school is influenced by the effect of outgroup homogeneity (Horton and Hunt, 1984: 224).

Image SMK is maintained by community groups through selective perceptions (Soekanto, 2012: 107). They only look at events or general things, but they don't notice and understand exceptions. They only give a bad view, without seeing the positive side. Community groups also over-(interpretselective interpretation), for example, "Vocational school students are naughty, truant, and have poor performance, different from SMA in general".

In an effort to erase these negative stereotypes, the school finally launched a new skill competency that could attract the attention of prospective students, especially female students. This is what makes the school even stronger to strengthen the promotional rope through the "pick the ball" method because the school believes that one day the image will disappear by itself.

Today's competition ideology has been used as a basis in the world of education (Nuryatno, 2011: 70). According to Marx, this competition is positioned as a basis in a free market. The student recruitment system is one of the manifestations of competition between schools. They are competing to collect the quota of students with different strategies. A school that is of high quality, is well established in the economy, and has been trusted by the community, it is certainly unfair to compete with weak schools. This is not a healthy competition, but it could lead to conflicts between schools.

The implementation of student recruitment is packaged using the method of each school. Between schools have different strategies. Therefore, this situation triggers a competition which leads to conflict between them. The majority of private schools imitate the style of SMK Siang 1 Bojonegoro in student recruitment. They implemented a "ball pick-up" system by installing stands registration at certain points. Meanwhile, public schools are more likely to carry out promotions with PPDB Online in accordance with government regulations. However, students still place their main choice in public schools. This is what is known as unfair competition. Even though public schools implement PPDB Online, their position is strong, both in terms of education and economic capital, just like what has been revealed by Marx.

data Statistical shows that there are 23 total schools in the city center of Bojonegoro (Sutejo, 2012: 97). Then with the conditions of such fierce competition, of course vocational high schools with private status cannot stand idly by. Therefore, the school implements a "pick-up ball" program because if they lose the competition, education will not care about their fate. In fact, this competition ideology is deliberately designed for winners.

In order to maintain the stability of the number of students in each new academic year, SMK Siang 1 Bojonegoro applies a "pick-up ball" system in the PPDB process. This is in accordance with Weber's view that education has a special position in relation to bureaucracy and the concept of group relations. Power relations between schools and conflicts of interest will always arise in society that give rise to competition.

Like a market, evidence of the prestige of SMK Siang 1 Bojonegoro is measured by the number of commodities and the profit it generates. Schools only take into account the number of students they receive each year, because this can increase the economic capital of the school. Ideally, in the eyes of schools with a factory atmosphere, the number of commodities should increase every year. However, in reality, the market for several years experienced a very drastic amount of commodity decline. Meanwhile, commodities are needed to sustain an industrialized society.

The principal said that in 2008 this school had experienced a very worrying decline in the number of students. Starting from 2006, when the school managed to get a student quota of 442 students, it decreased in 2007 with the number of 320 students and was exacerbated in 2008 by the number of 249 students. According to the school unit, this situation is a major threat to the sustainability of the school. A decrease in the number of students can affect schools, both from a social and economic perspective. This is because students are not only fundraising but also as evidence of the glory of the school. So the more the number of commodities, the more economic capital the market will get.

Seeing the position of SMK Siang 1 Bojonegoro with private status, they have no other choice in raising funds. Any private school would need a large budget for the continuity of teaching and learning activities. It is very rare for private schools to get assistance from local or central government, if they do not have clear connections with them. This is what makes the market have to recruit students by "picking up the ball", because in essence they need a lot of commodities to maintain a stable profit. Automatically, if the number of students is large, the source of education funds obtained by the school will also be higher. This proves that students are school commodities that will bring economic capital to schools. This reality is in accordance with Marx's view that the domination of capitalism is not only in the economic sphere, but has penetrated the world of education (Nuryatno, 2011: 56).

The income received by private schools will of course also affect school expenses. As is well known, the salaries of temporary teachers in private educational institutions are known to be nominal higher than those in public educational institutions. SMK Siang 1 Bojonegoro in paying GTT alone ranges from Rp. 32,000.00 / hour up to Rp. 35,000.00 / hour. "Picking up the ball" in this case will be expected to be able to overcome these needs and become a solution in raising funds. Here it is clear that the reality "picks up the ball" as an enhancer of economic capital. This is evidenced by the additional cost of school education for students after the "pick up ball" of Rp. 125,000.00. Previously, Marx, citing the opinion of Peter McLaren, has also argued that the relationship between capitalism and science in the world of education encourages the development of science which only aims to get profits material rather than to create a better global life (Nuryatno, 2011: 57).

After the school succeeded in implementing PPDB with the "pick-up" method the school bureaucracy became flexible. In the sense that the school bureaucracy has turned into an effective bureaucracy like a fast food restaurant. For example, in carrying out school promotions, the school offers the best rational ways to make the event a success, by visiting well-known radios in Bojonegoro Regency, such as Madani FM and Malwapati Bojonegoro Radio which have been recommended by the institution. Schools can directly follow broadcasts On air in the program on the radio, for example on the occasion of the Prabu Akang Malwapati program. In addition, the school also collaborates with mass media, such as the Radar Bojonegoro newspaper as a more effective promotional media. The results were rapid and widespread in society. This phenomenon is in accordance with the principle McDonaldization offered by Ritzer. The principle of efficiency, which the system offers us about an optimal method for getting one thing to another (Ritzer and Goodman, 2010: 570).

The school bureaucracy in addition to dealing with "pick-up" activities as an effective means of promotion, also packages it with policing. This is evidenced by the idea of the school in which in the implementation of the "pick up ball" activity, the school offered several registration calculations in order to get a prize. For example, when a prospective new student is willing to directly meet the requirements proposed by the school by being immediately willing to re-register, he will get a beautiful backpack from the school and can immediately take a school uniform according to his size. According to Ritzer, this is the same as the principle rules McDonaldization regarding calculated food and service. Here quantity equals quality. Prospective students no longer see the quality of the school chosen, but they are only consumed by the prizes offered by the school. Referring to the fact that local people (Bojonegoro) are generally more interested in things that smell of gifts and are gullible by the political lure of policing.

There is another form of calculation offered by a system that adopts the style McDonaldization, namely the calculation of time savings. According to Ritzer, McDonaldization

promises that eating at its restaurant can save more time than eating at home (Ritzer and Goodman, 2010: 570). A similar phenomenon also occurred in the implementation of "picking up the ball" at SMK Siang 1 Bojonegoro. Here students don't have to bother going to school to register. Students only need to come to the booth registration of SMK Siang 1 Bojonegoro. Then the school will pick up prospective students and guide the registration flow.

SMK Siang 1 Bojonegoro as a market that has received an award from the WTO, wants to continue to show itself as a holder of standards that have been recognized by the world trade council. Schools want to produce high quality products and according to consumer tastes. Therefore, the school offers various academic competencies including Accounting, Multimedia, Light Vehicle Engineering (automotive), and Audio Video.

These expertise competency offerings are designed according to the needs that exist in today's industrial market. At SMK Siang 1 Bojonegoro, students can learn the sciences taught by the best schools in the world that are needed by the industrial world. Therefore, it is in line with Ritzer's thinking about the predictability principle offered by McDonal'd. They make a network with a high-level design for the mass market, but with identical products sold in the same shop (Ritzer and Goodman, 2010: 571). This is because our society tends to prefer the power of image rather than substance (Subkhan, 2012: 23). Ironically, prospective students do not

realize that they have been made an object of capitalism which is hegemonized through their principles and symbols.

The school holds a psychological test to find out the academic abilities of new students. The test is controlled by a computer in order to get efficient and fast results. Therefore, the school chose to use non-human technicians. This fact is the same as a principle McDonal'd's offered by Ritzer. That there is control through non-human technology, not human technology.

The people of Bojonegoro city are famous for their people who still uphold the values of togetherness. The villagers uphold the meaning of tradition that has been internalized in them. They are not ready if they have to enroll their children in an school online. Not satisfied if you haven't come and meet the school PPDB committee directly. This is because the most important consensus is in the characteristics of a normative patterned mechanical solidarity society (Damsar, 2011: 30).

When reviewed, this communal culture is the influence of the livelihoods of the Bojonegoro people, most of whom are farmers. In addition, the characteristics of the community of its citizens are also rural. The agrarian geography makes agricultural products very promising to be occupied, even though the land products have started to shift due to certain conditions, many residents still maintain the profession as their main job. If a straight line is drawn, implications will be found for the quality of human resources for the residents of Bojonegoro.

Schools have strong reasons for implementing "pick-up". On behalf of the communal culture that exists in the people of Bojonegoro district. "Pick up the ball" residents feel the school's

attention. So they seem to have a close relationship with the school. Of course, the community feels that SMK Siang 1 Bojonegoro cares and is willing to embrace the residents. The communal culture of the Bojonegoro community in addressing school enrollment for their

children is in accordance with Weber's thinking about traditional social action. This social action is encouraged and oriented to the traditions of the past (Siahaan, 1986: 201).

The process of "picking the ball" carried out by SMK Siang 1 Bojonegoro is packaged in various ways. Each school unit has its own strategy for the success of the "pick-up ball" activity.

There are two forms of strategy applied by schools, including, hegemony strategy is a way of recruiting students by relying on the strength of an individual's language. Relying on the individual's ability to arrange word for word so that it will produce an interesting sentence and contain meanings persuasive. Contains the meaning of an invitation to someone to follow his will. This language is presented attractively, convincing them that the experience implied is very important, because sometimes language is persuasive often used as a propaganda language by educational, health and government institutions (Syamsuddin, 2009: 40).

They use rationality in the sense that it is nothing but a pseudo argument. It is a process of proving a truth in a rather weak form, and is usually used in persuasion. Rationalization as a persuasion technique can be limited as a process of using reason to provide a justification for a problem, where the basis or reason is not a direct cause of the problem.

A person who promotes a school is called a promoter. Students who consciously follow the invitation promoter's, because they are tempted by the strength of the invitation in the language spoken. They are a group of students who have problems with their education. Usually they are a group of students with low achievement and come from poor families. Therefore, the students indirectly interpret themselves as people who are oppressed and exploited by the cruel rules of educational institutions. But strangely, they even volunteered to follow an invitation from a promoter. This condition is what Antonio Gramsci calls hegemony in the world of education (Gramsci, 1970: 23). In this process, the educators unconsciously act as the implementers of the hegemony of the state rulers and the economic rulers.

Subordinate groups such as students with imperfect educational backgrounds voluntarily want to assimilate into the world view of the dominant group because the promoters apply hegemony by using a moral and intellectual approach. They invite based on social values, which seem to care about the fate of these students, even though behind it all is just a petty way to perpetuate their domination of power. To maintain his position, the promoter always tries to secure the spontaneous approval of the wishes of prospective students, for example by helping students to choose the academic level to be studied. This is where it can be understood why students who are oppressed unconsciously participate in the process of domination and are willing to cooperate with the bullies. This happens because the community considers that the actions promoter's are natural

and normal in accordance with their interests (Damsar, 2011: 43-44), according to what has been explained by Gramsci previously.

This "pick-up" strategy through hegemony is classified as social action using instrumental rationality. A promoter in implementing a hegemonic strategy acts on the basis of considerations special which become because of the motive in implementing the strategy. The reasons for the application of this hegemony strategy are related to one's hobbies which are considered very easy, effective and efficient. Besides that, actors also have good provisions public speaking . In addition, this strategy does not require a lot of money and effort, but the results are very promising. This is in line with Weber's thinking about the economic principles of one's social action. That they want to get large profits with very little capital (Siahaan, 1986: 200).

The promoter also has a conscious choice regarding the in order to motive strategy implemented in the "pick-up" process. The goal is to always appear to exist in the school environment and outside the school environment. They want to get recognition for the advantages contained in themselves. Another goal that is able to create motivation to succeed in "picking up the ball" is the lure of the materials offered by the school. So the orientation promoter in this strategy is nothing but racing on the material basis. An individual's social action that is judged from the side of its effectiveness and effectiveness is in accordance with what Weber has conveyed on instrumental rationality.

They consciously use electronic media, namely radios in the city area, such as Madani FM and Malwapati radios in the Akang Prabhu program. Apart from electronic media, promoters in the hegemony strategy also carry out promotions through mass media, such as newspapers. Mass media is an agent of socialization which increasingly plays a role in influencing a person's perspective, thoughts, actions and attitudes. The influence of the mass media tends to be massive, large-scale, and immediate (Damsar, 2011: 76).

They are more targeting junior high schools in the city area that have a great opportunity to do breafing. They are like making a simple show, showing the talents of students that the school has. Its function is to attract prospective new students so that they are determined to register at SMK Siang 1 Bojonegoro. The strategy chosen is a reflection of individual considerations in terms of efficiency and effectiveness, with an appeal to use the least possible funds and resources.

The social capital strategy is a strategy in which there are a number of informal values and norms that are shared between school members and community members who are designated as Mitra Villages who establish cooperative relationships between them. Similar to Desa Mitra, it is a partnership relationship consisting of three pillars, namely: uniting, equating, and working together in the long term between two or more parties.

In 2011, the school invited SMPN 2 Purwosari to join the Mitra Village activity in Sedah Kidul Village, Purwosari District. The way to develop Mitra Village consists of three stages. First,

with the formula Top Down Process, this method is the initial series of meeting the two leaders and establishing a cooperative relationship that is followed. Second, Bottom Up Process, this method is with both groups facilitated by the government. Third, is with the same identity or view. Involving services from the region, usually in the form of initial capital to develop.

The cooperation relationship in Mitra Village has in order to motivate, a clear which is generally the creation of a comprehensive partnership between SMK Siang 1 Bojonegoro, SMPN 2 Purwosari and Desa Sedah Kidul in increasing the level of welfare and empowering schools and village communities in various fields.

The results that are expected from the partnership Village Partners are increased capacity and skills of the people of Sedah Kidul Village, the results that will be achieved after this cooperative relationship are; There is better service from the government of Sedah Kidul Village for the needs of the community and schools, a healthy environment in the homes of villagers, learning activities for students in community life and so on.

Social capital according to Francis Fukuyama (1995: xiv) contains three main elements. 1) trust (trust), 2) reciprocal (reciprocity), and social interactions. Trust is defined by Fukuyama as expectations of order, honesty, and cooperative behavior that arise from within a community based on the norms shared by members of that community (noble values and the essence of God, can also be about norms secular, such as professional standards and codes of conduct).

In the social capital strategy there are two contradictory streams, both regarding because motive and in order to motivate in implementing this strategy as a means of making the ball successful. This social capital group in using the media as a tool to succeed in "picking the ball" does not take into account its practical and effective value. Before determining the media, there is a motive that upholds religious and social values. For example, this is evidenced by the existence of religious organizations, routine religious activities, educational, economic and health contributions.

Furthermore, the school has an in order to motivate to get the pleasure of the creator. Preparing the next generation with good mentality and morals is a holy job that becomes an investment in the future. The reciprocal relationship meant when SMK Siang 1 Bojonegoro needs students in the new academic year, Sedah Kidul Village can help the school by sending their children to SMK Siang

1 Bojonegoro. On the other hand, the school will help reduce costs by providing scholarships and deductions in nominal sizes.

After the program is successfully implemented in the Village Partners cooperation relationship. Surely SMK Siang 1 Bojonegoro will have a respectable place in the village. Unconscious trust will be established between the two parties. After gaining the trust of SMK Siang 1 Bojonegoro it is easier to pick up the ball there. The trust that was built between the school and the community in Sedah Kidul Village eventually led to a good cooperative relationship. According

to Fukuyama's assumption, it can be said as social capital, because there are a series of values and norms that they share. Relationships that result in direct face-to-face (social interaction) eventually give birth to trust and refer to a mutually beneficial cooperation between the two parties (Fukuyama, 1995: XIII).

This social action in Weber's concept can be categorized as rational choice based on the basis of noble values (Johnson, 1986: 209). The social action of this Mitra Village actor emphasizes that action is controlled by awareness of belief and commitment to noble values such as truth, beauty, justice, and belief in God. Media and goals are only a consideration of their actions. So that it becomes relevant when combined with Weber's thinking about value-based social action that rational considerations of the use and efficiency of media and objectives are not the main thing.

The hegemony strategy group on instrumental rational action interprets that "picking up the ball" is just a project for them. This activity is an opportunity to get as much money as possible. Bonuses or in terms of SMK Siang 1 Bojonegoro, are referred to as fees, which are the coffers of rizki from the school that will flow into the pockets of this group's members. In order to get a large number of students, the group using this strategy is willing to visit the homes of their families, relatives and neighbors in their village one by one. Having capital has a fairly close relationship with the local community, they carry out mutually beneficial cooperative relations between the two parties.

Because the motive for using the strategy according to this action is one form of skill from the factor. The actor's ability to mingle in the community is very clever. Relationships are made automatically when both have mutual interests. After frequent interactions, according to this group the relationship has many advantages in achieving its life goals.

In order to motive the group with a social capital strategy based on instrumental rationale is in maintaining the "pick the ball" strategy because it has optimal results without spending a lot of money and effort. Weber also mentions that his instrumental rational social action acts almost like economic principles (Siahaan, 1986: 200). In addition, there is no need to use knowledge as a foundation, it just requires trust. They just want a material reward for their hard work in the "pick-up ball" process.

In contrast to the Mitra Desa group which is based on value rationality, the social action chosen by this instrumental rationality group in succeeding "picking up the ball" is solely for money. The effectiveness and effectiveness of the strategy used as a tool in achieving goals is very calculated. Not tucked in the slightest of noble or values spiritual in his actions. According to Weber, rational instrumental in assessing individual actions will involve conscious deliberations and choices related to the goals of action and the tools used to achieve these goals.

CONCLUSION

There are several reasons why SMK Siang 1 Bojonegoro is implementing a "pick-up ball" strategy in PPDB activities. First, the school tries to maintain its prestige: this is related to the existence of an ISO 9001: 2008 certificate from the World Trade Council (WTO), as well as an A accreditation score. According to the school, this is an honor that must be maintained.

Second, schools attempted to erase stereotypes: negative associated with the image attached to a vocational high school bahwasannya "a majority of male students, behavior, naughty, poor performance, and competence tend expertise automotive alone". By implementing student recruitment through a "pick up ball" strategy, it is hoped that this negative stereotype will be able to erase.

Third, there is competition between schools: it is related to the ideology of competition, nowadays it is efficient, calculating, and implements policing policies. Image power becomes the main thing. Digunakan as a base in the world of education. Ministry of Education and Culture This competition is positioned as a basis in the free market, given the fact that schools equivalent to SMK / SMA in Bojonegoro Regency are increasingly diverse.

Fourth, increasing economic capital: related to SMK Siang 1 Bojonegoro positioning itself as a market with a factory atmosphere. Instead of wanting to get the maximum quota of students, they modified the education system with economic principles. Like a market, evidence of the success and prestige of a school is only measured by the number of commodities and the profit it generates to support its economic capital.

Fifth, bureaucratic efficiency: this is related to changes in the school bureaucracy like fast food restaurants. They in the implementation of "pick the ball" imitate the principles offered by McDonaldization. Acting on the basis of formal rationality, in which the bureaucracy is packaged in nuances.

Sixth, the existence of a communal culture in the Bojonegoro community: in relation to the villagers, by upholding the meaning of traditions that have been internalized within them This is because the most important consensus in the characteristics of a mechanized solidarity society is normative.

The market in the success of commodity recruitment activities using the "pick the ball" method has two specific strategies. These strategies are as follows; First, the Hegemony Strategy: Actors act based on rationale

instrumental, by choosing radio electronic media and mass media as tools to achieve their goals. By taking into account the value of efficiency and effectiveness alone. Second, the Social Capital Strategy: Where, the actor's actions are based on formal rationale and value-based rationale. So that the choice of tools as the fulfillment of goals has differences according to the actor's actions. Because in this strategy, there are two streams in the school unit. Partnership based on values, the

actions of actors taking into account the values of morality and religion, whereas partnerships based on instrumental rationality are only oriented to economic principles.

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