

ABSTRACT

***ANALYSIS OF THE NEW STUDENT ADMISSION PROCESS
AT STRADA SANTA MARIA 1 JUNIOR HIGH SCHOOL
BASED ON THE MCKINSEY 7S PERSPECTIVE***

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This study aims to comprehensively analyze the New Student Admission (PMB) process at Strada Santa Maria 1 Junior High School and identify strategic areas that need to be improved to support the achievement of student enrollment targets. This study uses a mixed methods approach. Data collection was conducted through in-depth interviews, questionnaires, and documentation studies. The research subjects included the principal, the PMB team, and prospective parents of students for the 2025/2026 academic year. The collected data were analyzed using the SWOT Analysis framework, IFE analysis, EFE analysis, and the McKinsey 7S Model. The results of the study show that Strada Santa Maria 1 Junior High School has a good ability to anticipate external opportunities and threats. However, there are still internal weaknesses that need to be addressed immediately, especially in terms of the maintenance of facilities and infrastructure, which is not yet optimal. The conclusion of this study is that the alignment and synergy between the seven elements of McKinsey's 7S, namely strategy, structure, systems, shared values, skills, staff, and style, are very important for building a superior and adaptive school ecosystem. By integrating all these elements, schools can formulate effective PMB strategies that not only aim to attract new students but also ensure the sustainability of educational quality and the school's positive image in the future.

Keywords : *SWOT analysis framework, McKinsey 7S model, PMB strategies*

ABSTRAK

**ANALISIS PROSES PENERIMAAN MURID BARU
DI SMP STRADA SANTA MARIA 1
BERDASARKAN PERSPEKTIF 7S MCKINSEY**

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Penelitian ini bertujuan untuk menganalisis secara komprehensif proses Penerimaan Murid Baru (PMB) di SMP Strada Santa Maria 1 dan mengidentifikasi area-area strategis yang perlu ditingkatkan untuk mendukung pencapaian target jumlah murid. Penelitian ini menggunakan metode campuran (mixed methods). Pengumpulan data dilakukan melalui wawancara mendalam, kuesioner, dan studi dokumentasi. Subjek penelitian meliputi kepala sekolah, tim PMB, dan calon orang tua siswa tahun ajaran 2025/2026. Data yang terkumpul dianalisis menggunakan kerangka kerja Analisis SWOT, analisis IFE, analisis EFE, dan Model 7S McKinsey. Hasil penelitian menunjukkan bahwa SMP Strada Santa Maria 1 memiliki kemampuan yang baik dalam mengantisipasi peluang dan ancaman eksternal. Meskipun demikian, masih ditemukan kelemahan internal yang perlu segera diperbaiki, terutama pada aspek pemeliharaan sarana dan prasarana yang belum optimal. Kesimpulan dari penelitian ini adalah bahwa keselarasan dan sinergi antara ketujuh elemen 7S McKinsey yaitu strategi, struktur, sistem, nilai bersama (*shared values*), keterampilan (*skills*), staf (*staff*), dan gaya (*style*) sangat penting untuk membangun ekosistem sekolah yang unggul dan adaptif. Dengan mengintegrasikan seluruh elemen ini, sekolah dapat merumuskan strategi PMB yang efektif, yang tidak hanya bertujuan menarik minat calon siswa baru, tetapi juga menjamin keberlanjutan kualitas pendidikan dan citra positif sekolah di masa depan.

Kata kunci : Analisis Proses PMB, Analisis SWOT, Model 7S McKinsey, Strategi PMB