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Streamlining Admissions: Management Information System at Siliwangi Institute of Cimahi

Dedi Junaedi,[1*] Badrudin,[2] Hasan Basri,[3] Usep Dedi Rostandi,[4] Siti Fatimah,[5] Nandang Rukanda,[6] Tam-Tam Kamaludin,[7] Siti Hajar[8]

[1567] IKIP Siliwangi Bandung, Indonesia
[234] UIN Sunan Gunung Djati Bandung, Indonesia
[8] Universitas Muhammadiyah Cirebon, Indonesia

[*] Corresponding Author, email: dedi-junaedi@ikipsiliwangi.ac.id

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Abstract: In the digital era, IKIP Siliwangi Cimahi seeks to enhance educational service quality by improving its new student admission process, which has faced issues like limited information, access difficulties, and data errors. This qualitative case study explores the planning, organization, implementation, supervision, impact, strengths, weaknesses, and design of a management information system (SIM) for admissions, using POAC management, SIM, and academic selection theories. Data were collected via observation, interviews, documentation, and FGD, and analyzed through triangulation. Results show that the SIM is well-structured, improves information access and registration efficiency, and is managed and supervised effectively. Benefits include faster, more transparent admissions, though challenges remain with internet access and occasional technical issues. This study contributes to the field of educational management by providing an in-depth analysis of the development and implementation of a well-structured Management Information System (SIM) for new student admissions at IKIP Siliwangi of Bandung at Cimahi.

Keywords: administration of education; campus marketing; Education Management Information System; Student Admissions; private higher education.

Introduction

The digitalization era has brought significant changes in a number of daily life areas, including economics, culture, politics, social, education and technology. Various important advances in information technology, communication and transportation have accelerated the involvement of several important elements (Azra, 2014). The era of globalization can change habits in order to maintain the existence of higher education, as educational institutions must be able to face various challenges and respond to technological developments. The rapid flow of globalization and modernization needs to be addressed wisely and prudently (Efendi, 2014). The era of the 5.0 revolution is increasingly prevalent in all areas of life, including education and technology (Tavares et al., 2022). In the era of digital transformation, higher education institutions around the world are increasingly leveraging Management Information Systems (MIS) to streamline and improve their admission processes (Beylis et al., 2023). According to UNESCO (2023), implementing a robust digital system in admissions not only improves operational efficiency but also ensures greater transparency and accessibility for prospective students across geographies (Azoury & Hajj, 2024).

International best practices emphasize the critical role of reliable digital infrastructure as a foundation for effective MIS implementation (Vishnu et al., 2024). The World Bank's 2022 report

on digital education highlights that stable and high-speed internet connectivity is a prerequisite for equitable access, especially in remote and underserved areas (Rajasekaran et al., 2024). Furthermore, data security and privacy have emerged as major concerns globally, with the European Union's General Data Protection Regulation (GDPR) setting benchmarks for the protection of personal information in educational settings (de Magalhães, 2020; Roos, 2020). Implementing advanced encryption protocols and regular data backups is now considered standard practice to protect sensitive applicant data. Higher education as an educational institution is very important to master a better education service management information system (SIM). Facing the era of the 5.0 industrial revolution, higher education institutions are required to be able to develop an education system information management, including a new student admissions information system management, in order to improve education services (Badrudin & Nurdin, 2019).

In the past, information on new student admissions was only available through brochures, bulletin boards, or websites that were not integrated enough, making it difficult for prospective students to obtain accurate information. As interest in studying increases, the number of applicants also increases, challenging universities to manage admissions efficiently. This process includes registration, selection, announcements, and re-registration, with various obstacles such as a suboptimal system, minimal online socialization, limited time for the committee, and cheating by applicants. This complexity increases the potential for errors and slows down the process of accepting prospective new students (Songidah, 2023).

Prospective students and the public need quick and easy access to admissions information, such as requirements and schedules. Without the right system, transparency is difficult to achieve, and the risk of errors increases. An effective management information system supports competitiveness, quality service, and equitable access to information online (Hariyadi et al., 2023).

Information management in the new student admission system continues to change based on evaluation of effectiveness and efficiency, adjusting to the demands of community development (Cheng, 2022). Limited information can reduce the attractiveness of an institution because prospective students and parents need transparency regarding costs, scholarships, facilities, and career prospects. Lack of access to information can reduce trust in an institution. Therefore, the use of a Management Information System (MIS) is a solution to increase accessibility and accuracy of information. Good implementation of MIS will support educational services, in line with the role of education as a social system that is adaptive to global changes and demands (Zhang & Chen, 2024).

The problem in this study is related to the management information system (MIS) for new student admissions in private universities, which shows major challenges such as inadequate, inaccurate, or scattered data, which hinders proper decision making (Alexander, 2000). Data irregularity can lead to errors in assessing prospective students and in delivering information to them (Cotton et al., 2024). The complex registration process requires an efficient, consistent, and secure system, especially in managing personal data (Bhattacharya et al., 2024). MIS plays an important role in supporting management, planning, evaluation, and policy through technology integration so that the new student admission process becomes effective, efficient, and easily accessible (Habib et al., 2021).

Based on the above problems, it is important to conduct research on the management information system (MIS) for new student admissions at the Siliwangi Cimahi Teachers' Training and Education Institute (IKIP). The reason for the research choosing IKIP Siliwangi can represent the problem and provide a research solution related to the management information system (MIS) for new student admissions at IKIP Siliwangi, based on the results of interviews and observations that there is something unique related to the SIM PMB at IKIP, namely, IKIP Siliwangi is a pioneer in using SIM for new student admissions in higher education compared to other universities that still use manual PMB.

By overcoming the problems related to the management information system (MIS) for new student admissions at private universities, especially at the Siliwangi Cimahi Teachers' Training and Education Institute (IKIP), it can increase efficiency, transparency, and make it easier for users in the process of accepting new students at universities.

The formulation of the problem of the Management Information System (MIS) for new student admissions at private universities at the Siliwangi Cimahi Teachers' Training and Education Institute can be formulated as follows: How is the planning, organization, implementation process, supervision, impact, advantages and disadvantages of the Management Information System (MIS)

for new student admissions at private universities at the Siliwangi Cimahi Teachers' Training and Education Institute?

Previous research results related to the new student admissions management information system, among others, are: Firstly, Badrudin and Rayan Nurdin.*SIM (Management Information System) Islamic Religious College Curriculum Based on CMS Wordpress*. discusses the Management Information System (MIS) curriculum based on CMS Wordpress at Sunan Gunung Djati State Islamic University Bandung, especially in the Islamic Education Management Study Program (MPI). The study highlights the planning, implementation, evaluation, and design of the curriculum using CMS Wordpress. The similarities lie in the topic of MIS, but differ in the focus and context of the research (Badrudin & Nurdin, 2019). Secondly, Yoyoh Solihah in her "Implementation of Management Information System (MIS) in Improving Governance of Madrasah Tsanawiyah Al-Ishlah Cirebon Indonesia." Discussing the implementation of Management Information System (MIS) in improving governance at MTs Al-Ishlah Cirebon. This system is applied in the learning process, including curriculum, strategy, materials, and assessment (Solihah, 2019). The similarity lies in the discussion of MIS, while the difference lies in the focus, namely, MIS education at MTs, and MIS for new student admissions at private universities IKIP Siliwangi Cimahi.

Thirdly, Mansyur and Nur Azizah in their article, *Implementation of Educational Management Information System at MA Pondok Pesantren Al-Urwatul Wutsqaa Kab. Sidrap*. The results of this study explain the implementation of the education management information system at MA Pondok Pesantren Al-Urwatul Wutsqaa Kab. Sidrap under the auspices of the Ministry of Religion (Regional Office), called Simpatika. It aims to manage data, manage school administration, e-report cards and as a service at MA Pondok Pesantren Al-Urwatul Wutsqaa Kab. Sidrap (Mansyur & Samad, 2022). The similarity with this study is that it discusses the management information system while the difference lies in the management information system (SIM) for new student admissions at private universities at IKIP Siliwangi.

Thus, the similarity of this research is that, in general, it explains the management information system (MIS) but focuses more on the management of information on education systems, curriculum, PPDB, health, etc. The difference with this research is the management information system (MIS) for new student admissions at private universities in terms of planning, implementation process, organization, supervision, shortcomings, advantages and design of the management information system (MIS) model for new student admissions at private universities at IKIP Siliwangi Cimahi. This research was conducted at a different educational institution from previous research.

Method

This research method uses a qualitative approach with a descriptive approach. Data collection techniques are interviews, field notes, personal documents, memo notes, official documents, FGDs and collecting various written sources about the SIM for New Student Admissions. Data analysis to be used comes from various sources before the researcher goes into the field, during the research, and after the field research is completed. The data analysis technique refers to the Miles and Huberman model, namely by collecting data, reducing data, presenting data, and drawing conclusions (Sugiyono, 2008). Data sources firstly come from the head of the UPT IT IKIP Siliwangi, who aims to obtain information about the management information system (SIM) for new student admissions at private universities in IKIP Siliwangi, Cimahi. This study uses secondary data sourced from the UPT Student Affairs as the PMB team, UPT SPMI, students, and the IKIP Siliwangi PMB application used at the institution. This secondary data also includes books, the internet, articles, and dissertations that are relevant to the research title.

Results and Discussion

Understanding the New Student Admissions SIM

Gordon B. Davis (Davis, 1999) defines management information systems (MIS) as a system consisting of people and technology working together to produce information. This information is used to support various organizational functions, from operations to decision-making. The MIS model proposed by Davis (Davis et al., 1992) includes six main components: input, process, output, storage, people, and technology. Management Information Systems (MIS) are Information systems

that provide information needed by managers on a regular basis for effective and efficient planning, implementation, and monitoring. Registration, as a process of recording identity, is very important in educational institutions (Martiana & Irfan, 2016). Meanwhile, the acceptance of new students is the initial process of searching for qualified new students carried out by all universities to support quality and excellence in their fields (Kamba et al., 2022). Based on the explanation above, it can be concluded that the SIM for new students is a planning and organizing process for searching for qualified new students carried out by universities to support quality and excellence according to their fields, as well as supervision and decision-making**.**

Description of PMB at IKIP Siliwangi

The new student admission process (PMB) at IKIP Siliwangi is designed to provide the widest possible opportunity for prospective students to continue their higher education with an efficient and transparent system. The stages start from online registration through the PMB Management Information System (SIM), followed by selection in the form of entrance exams and academic assessments. The selection results are announced online, and participants who pass are required to re-register according to the provisions. This SIM facilitates access to information such as schedules, requirements, and education costs. In addition, the system supports secure data management, improves accuracy, efficiency, and accountability, and strengthens the institution's image in the community.

The Management Information System (SIM) for New Student Admissions (PMB) at IKIP Siliwangi Cimahi is an innovation to improve the efficiency and effectiveness of the student admissions process. This system is website-based and designed to be easily accessible to prospective students, allowing online registration, status tracking, and announcement of selection results. The main objectives are to speed up the process, increase transparency, ensure accountability, and maintain data accuracy. This system was developed by UPT IT and the PMB Team with supervision from UPT SPMI based on the Rector's Decree. Its advantages lie in accessibility and real-time updates, while its main challenges include dependence on the internet network and the security of prospective students' personal data.

SIM New Student Admissions at IKIP Siliwangi Private Colleges through several stages starting with planning, organizing, the implementation process, Supervision, Impact, Disadvantages and advantages. The explanation is as follows:

1. *Planning of Management Information System (MIS) for New Student Admissions at IKIP Siliwangi Cimahi*

The planning of SIM for new student admissions (PMB) at IKIP Siliwangi Cimahi is designed to improve the efficiency, effectiveness, transparency, and accountability of the prospective student selection process. This system uses an integrated website platform, making it easier for prospective students to access information and register online.

The stages of planning for SIM PMB IKIP Siliwangi are:

First: Identification of Needs begins with an analysis of user needs, both prospective students and internal teams (UPT IT, PMB Team, and UPT SPMI). *Second:* The system design is a main feature, including online registration, registration status tracking, document upload, selection result announcement, and requirement information. The system is designed to be user-friendly so that it is easy to access and use by all prospective students. *Third:* Data integration and security, namely an integrated system with other units (finance, administration, academic) for data synchronization and access security based on authorization (executive, administrator, unit admin, operator).

The planning of SIM PMB at IKIP Siliwangi Cimahi emphasizes ease of access, data integration, security, and technology-based prime services, thus supporting the institution's vision as a smart and innovative campus. (Adolph, 2016). Planning for the use of SIM PMB IKIP Siliwangi as a web manager is based on a SWOT analysis (*Strengths, Weaknesses, Opportunities, Threats*) conducted by UPT IT and the PMB IKIP Siliwangi team. The results of the SWOT analysis will be further described, namely:

a. UPT IT and the IKIP Siliwangi PMB team have had a subdomain of the institution's website (https://pmb.ikipsiliwangi.ac.id/) that has been installed, thus saving costs. In addition, IKIP Siliwangi also has competent and professional human resources in managing the website. which is handled directly by UPT IT as the main admin manager.

b. UPT IT IKIP Siliwangi also identified weaknesses related to the development of the SIM for new student admissions, namely: a) Frequent SIM PMB network errors; b) some still have difficulty using SIM PMB; b) the lack of human resources for SIM PMB managers has a dual task.
c. UPT IT IKIP Siliwangi, several opportunities that can be identified are: (1) The new student admissions management information system (SIM) can improve student services and satisfaction; (2) UPT IT IKIP Siliwangi has the potential to disseminate information about IKIP Siliwangi through digital media.
d. The challenge faced by UPT IT is how to increase the participation of prospective students in the use of SIM for new student admissions; human resources are still lacking and it is difficult to play an active role in the development of SIM for new student admissions (Badrudin & Nurdin, 2019).

IKIP Siliwangi chose SIM PMB as a platform for accepting new students for several main reasons, namely: 1) Cost efficiency: SIM PMB offers both free and paid options, allowing flexibility within your budget. 2) Ease of use: with an intuitive blog editor, users don't need deep programming skills. 3) Accessibility: PMB SIM's compatibility with mobile devices makes it easy to manage and access information from anywhere.

The planning of the use of SIM PMB IKIP Siliwangi by UPT IT IKIP Siliwangi to support PMB IKIP Siliwangi includes the creation of an information portal with the following structure: homepage, study program, requirements, fees, list, login, language, email, announcements, registration path, contact and interactive via chat for prospective students who ask questions related to PMB can directly interact with the PMB IKIP Siliwangi team.

The planning of the Management Information System (MIS) for New Student Admissions (PMB) at IKIP Siliwangi aims to improve the quality of service to prospective students, study program admins, and the PMB Team, while supporting the achievement of institutional goals effectively and efficiently. The initial SWOT analysis that focused on servers and web admins was expanded to include the potential of prospective students in the digital era.

This planning uses the 5W+1H approach. Activities (What) include the development of SIM PMB with online registration features, announcement of selection results, information on requirements, important schedules, and data management dashboards. Implementation (When) is divided into several stages: needs analysis and design (August-September 2024), system development (October-November 2024), trials and training (December 2024), and official implementation (February 2025). Priority is given to needs analysis.

The activity (Where) is located at IKIP Siliwangi, with the development of a system that allows remote collaboration. The implementation (How) includes needs analysis, system design, development using SIM PMB IKIP Siliwangi, trials, staff training, implementation, and maintenance. The implementers (Who) are UPT IT, development team, administrative staff, PMB Team, study program admin lecturers, and UPT SPMI as supervisors. This activity is carried out (Why) to provide fast, accurate, and transparent information for prospective students, increase applicant interest, improve the institution's image, and keep up with developments in the digital era.

2. Organizing the management information system (MIS) for accepting new students

Organization of Student Admissions Management Information System (MIS) at IKIP Siliwangi Cimahi. (Keguruan et al., 2022) The Management Information System (MIS) for new student admissions at IKIP Siliwangi Cimahi is managed through collaboration between units with the following structure: Development Team: UPT IT is responsible for designing and developing the system, including integrating features such as online registration, uploading documents, and status tracking. The PMB (New Student Admissions) team prepares operational requirements, such as selection schedules and academic requirements. UPT SPMI (Internal Quality Assurance Unit) conducts regular monitoring to ensure system performance meets quality standards, including data security and responsiveness. The system limits access based on roles: executive (rectory), administrator (UPT IT), unit admin (PMB), and operator (prospective students) (Interview with SKH, IKIP Siliwangi PMB Team, 2024). Prospective students' personal data is protected through encryption and routine audits. This structure ensures efficiency, transparency, and accountability in the new student admissions process.

The organization of information in the Management Information System (SIM) for New Student Admissions (PMB) at IKIP Siliwangi Cimahi is carried out systematically to increase the efficiency and transparency of the admission process. This stage includes planning information needs for prospective students and the PMB team, as well as implementing important features such as online registration, uploading required documents, and announcing selection results. This system is designed with a focus on ease of access and is routinely monitored by UPT IT to ensure data security and overcome potential technical constraints, with the aim of supporting the quality of educational services. IKIP Siliwangi PMB information is centered on several main sources, namely the official PMB website (https://pmb.ikipsiliwangi.ac.id/), the IKIP Siliwangi Public Relations website (via the "Public Information" menu, "New Student Admissions"), and possibly official social media. In addition, prospective students can obtain information directly from the PMB Secretariat Office (Siliwangi, 2024).

The organizational structure involved in PMB IKIP Siliwangi includes the PMB Team, Academic Section, Finance Section, Public Relations and Cooperation Section, IT Development Section (which manages the information system), and UPT SPMI as the supervisory unit.

The main purpose of organizing this information is to provide clear and accurate information, simplify the registration process, increase the efficiency and transparency of all stages of PMB, and provide good service to prospective students.

Overall, the organization of PMB information at IKIP Siliwangi Cimahi shows a focus on the online platform as an information center, supported by other sources of information and a clear organizational structure. This system is designed to provide easy access, clarity of information, and process efficiency for prospective students and the campus. Prospective students are advised to actively access the PMB website to get the latest and most complete information.

3. The process of implementing the management information system (SIM) for accepting new students

The process of implementing SIM for new student admissions at IKIP Siliwangi Cimahi is designed systematically and integrated to ensure efficiency, transparency, and accountability. The implementation stages start from online registration through the official website that has been developed by UPT IT in collaboration with the PMB Team. Prospective students fill out a digital form, upload required documents, and monitor the registration status independently through their respective accounts (Interview with NE, the Head of SPMI IKIP Siliwangi, 2024).

After the registration process, prospective students take part in the selection stages in the form of entrance exams and academic assessments based on established standards. The entire selection process is carried out transparently, and the results are announced via an online platform, so that each participant can immediately find out their graduation status (Interview with SKH, IKIP Siliwangi PMB Team, 2024). Prospective students who are declared to have passed the selection are required to re-register by following the applicable procedures, such as collecting additional documents and paying tuition fees. All data and administrative processes are recorded digitally, thereby minimizing errors and speeding up services.

The process of implementing the use of information management in new student admissions systems at IKIP Siliwangi. The parties involved in the use are the PMB team, IT TEAM, SPMI, prospective students and operators in each study program. The process of implementing operator tasks *First:* directing students directly offline to come to campus. Those who want to register are directed to the PMB IKIP Siliwangi website, then students come to campus themselves because the flow or steps are already on the website. *Second:* ensure prospective students join the WhatsApp group as students per registration wave, and are informed that the selection test schedule is already on the website, and each prospective student has been informed. After the selection test is complete, the operator will re-inform the results of the selection test both on the student's PMB account and via WA, after that new students continue to pay the registration in full after being declared to have passed as students, after re-registration, the operator's task is complete after being submitted to the study program operator (Interview with AS, IKIP Siliwangi PMB Team, 2024).

The process of implementing SIM PMB registration at IKIP Siliwangi for prospective students is explained in the guidebook or on the website (IKIP Siliwangi PMB Team, 2024). Registration can be done online via SIM PMB or directly. The stages of online registration at IKIP Siliwangi are as follows:

1) Prospective students can start the registration process by accessing the website pmb.ikipsiliwangi.ac.id and selecting the Register option

Figure 1. SIM PMB IKIP Siliwangi Registration Form

Figure 2. SIM PMB IKIP Siliwangi Registration Form

Figure 3. View of the SIM PMB IKIP Siliwangi Registration Form

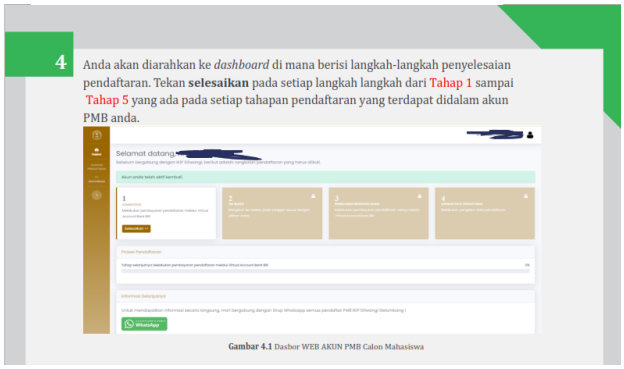

Figure 4.
Display of the web dashboard for the SIM PMB IKIP Siliwang Registration Form

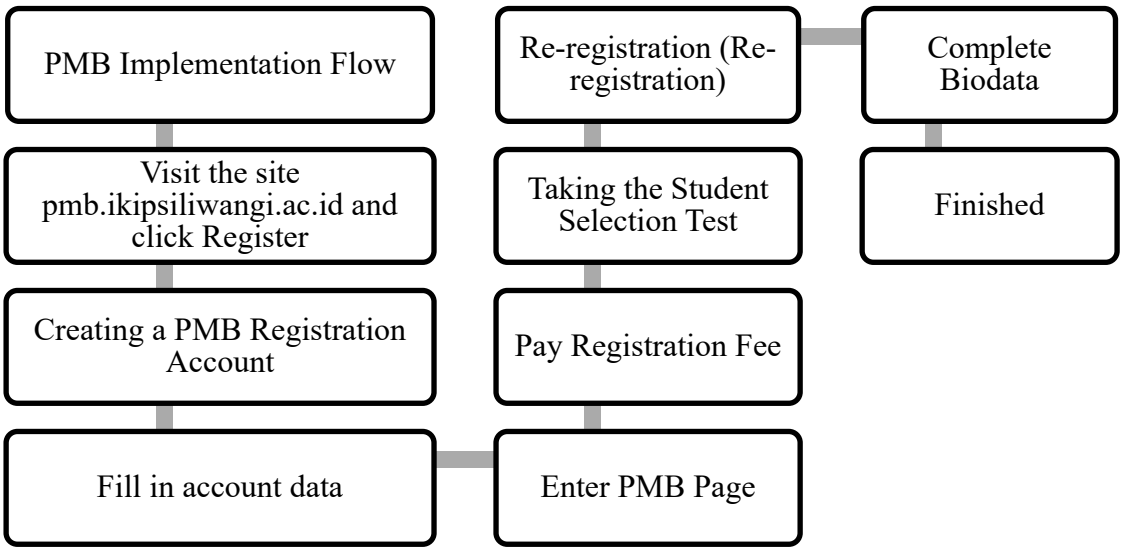

Figure 5. Flowchart of PMB implementation at IKIP Siliwangi

New student admissions at IKIP Siliwangi begin with online registration. PMB registration at IKIP Siliwangi has 8 (eight) steps taken by prospective students, quite simple and easy to register as prospective students with SIM PMB will be simpler. In general, the flow of new student admissions at IKIP Siliwangi follows the general pattern of other universities, starting from registration, selection tests, to registration. However, there are several important points that need to be considered.

2) prospective students are given flexibility in choosing the registration path, namely online.

Or offline, the selection test is the main gateway to determine the eligibility of prospective students.

3) after being declared graduated, prospective students are required to register and pay tuition fees as an official sign of being part of IKIP Siliwangi. Finally, the introduction of the campus and new students is an important moment to introduce the academic and social environment of IKIP Siliwangi to new students.

4. Supervision of the management information system (MIS) for new student admissions

Supervision of the Management Information System (MIS) for new student admissions at IKIP Siliwangi Cimahi is carried out in a structured and sustainable manner to ensure that the system runs optimally, safely, and in accordance with institutional quality standards. The main supervision is carried out by the Internal Quality Assurance Unit (UPT SPMI), which is tasked with carrying out periodic monitoring and evaluation of all processes running in the MIS, starting from online registration, selection, to the announcement of results. UPT SPMI is also responsible for identifying potential problems, both in terms of technical and service, and providing recommendations for improvement to the system development and management team (Interview with NE, the Head of SPMI IKIP Siliwangi, 2024).

In addition, technical supervision is carried out by the UPT IT, which is tasked with ensuring data security, smooth access, and handling technical problems that may occur (Interview with RBP, Head of IT IKIP Siliwangi, 2024). Every activity and change in the system is recorded digitally to facilitate auditing and tracking if problems occur. Supervision also involves evaluating feedback from prospective students and internal users, so that the system can continue to be refined as needed.

This supervision is strengthened by the existence of a Rector's Decree (SK) which assigns a special team under the supervision of the Vice Rector for Human Resources, ensuring accountability and transparency in every stage of new student admissions. With systematic and collaborative supervision, SIM PMB at IKIP Siliwangi is able to maintain integrity, efficiency, and public trust in the new student admissions process.

5. The impact, advantages and disadvantages of the management information system (MIS) for new student admissions

The Management Information System (MIS) for new student admissions at IKIP Siliwangi Cimahi has a significant impact on the selection and administration process for prospective students. The positive impacts include accelerating the registration and selection process, increasing transparency and accountability, and facilitating access to information for prospective students and administrative staff. With MIS, registration data and selection results can be integrated online, reducing manual errors and accelerating decision making.

The advantages of SIM PMB at IKIP Siliwangi are: Making it easier for prospective students to register online anytime and anywhere. Ensuring transparency of the selection process and real-time announcement of results. Reducing the burden of manual administration so that staff can focus on other tasks. The system is integrated with other units such as finance and academics, so that data is more consistent and valid. Structured data access management based on user roles improves information security.

The shortcomings of SIM PMB at IKIP Siliwangi are: Limited network infrastructure and hardware can disrupt the smooth access of the system, especially during peak registration times. Resistance from some parties to the change from manual to digital processes can slow down system adoption. Limited human resources competent in managing and maintaining the system can be an obstacle to development and troubleshooting. Dependence on a stable internet connection is a challenge in some locations for prospective students.

Overall, SIM PMB at IKIP Siliwangi improves the efficiency and quality of new student admission services, although infrastructure improvements and human resource strengthening are still needed to overcome technical and social obstacles.

Continuous professional development is another cornerstone of successful MIS implementation. The International Association of Universities (IAU) advocates for ongoing technical training for administrative staff to ensure systems are efficiently managed and can adapt to evolving technological challenges (Van’t Land et al., 2021). Regular system evaluation and iterative feature

enhancements—such as chatbots for real-time support, automated notifications, and seamless integration with academic platforms—are recognized as critical strategies to maintain system relevance and enrich user experiences (Amiri, 2025; Sysoyeva & Usarralde, 2025). By aligning with these international standards and recommendations, educational institutions can not only optimize their admission processes but also foster a more inclusive, safe, and responsive environment for all stakeholders.

Conclusion

The planning of the New Student Admissions Management Information System (SIM PMB) is based on the identification of user needs, both prospective students and internal teams (UPT IT and PMB Team), in order to produce a responsive system that is in accordance with the needs of the institution. The organization of SIM PMB is carried out in a structured and collaborative manner, involving UPT IT, PMB Team, and UPT SPMI in accordance with the Rector's Decree, indicating formal and professional development and operation. The implementation of SIM PMB based on the website is designed to be easily accessible, facilitating online registration, uploading documents, and monitoring status independently, which significantly increases the efficiency of services for prospective students. SIM PMB supervision is carried out routinely by UPT SPMI and UPT IT to ensure optimal performance, security of personal data, and to evaluate potential technical obstacles. The impact of the implementation of SIM PMB has proven to be significant in increasing transparency, speed of service, and strengthening the image of the institution, with the main advantages being ease of access, efficiency, and direct information updates, although there are shortcomings related to dependence on internet connections and potential data security risks.

A new student admission Management Information System (MIS), to optimize several strategic steps can be implemented. This includes optimizing digital infrastructure by increasing the stability and speed of the internet network, especially in areas with limited access. Data security needs to be improved by implementing an encryption system and regular backups to protect prospective students' personal information from potential misuse. Regular technical training for staff and the PMB team is important to ensure their ability to manage and resolve technical issues. Continuous evaluation of the features and performance of the MIS is needed so that the system remains relevant to the needs and developments of technology. Finally, the development of additional features such as information chatbots, automatic notifications, or integration with academic systems can enrich the services offered.

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