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PROGRAM SELECTION STRATEGY FOR PROSPECTIVE STUDENTS STUDY USING A NEW METHOD OF AHP
(CASE STUDY BINA SARANA INFORMATIKA)

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ABSTRACT
The college is a great place to implement a university or college academica a role in creating intellectual community is smart, healthy and high personality which is expected to be particularly submit welfare state in general. This increase covers all aspects of management at every level of the organization. Management aspects are in areas referred to resources (human), finance, facilities and infrastructure, and information), the field of academic programs and quality, and prioritize quality of service to internal stakeholders namely students, faculty and staff, and accountability to external stakeholders. In addition, managers at every level college organizations need to have adequate management skills. III Jakarta Kopertis area information there were approximately 524 courses offered by universities across Jakarta. Here is given a very large number that many prospective new students is difficult to determine what courses will be selected. Similarly, for prospective new students who will study in AMIK BSI at the number of courses provided by the institution. In terms of decision-making on the selection strategy selection using AHP courses with the software with some criteria Expertchoice taken.

Keywords
Selection Strategies Study Program, AHP, Expertchoice

1. INTRODUCTION
Further studies in college, maybe become a great hope for everyone. To achieve these expectations, all efforts and preparations made early on. In reality, not all people can feel the place is a favorite in college, at least for economic reasons or do not pass the selection tests in college country. Many prospective students choose a new difficulty for the desired course when they came to the university of your choice. Due to the many college courses opening, but the lack of information given to prospective new students. If the university provides a lot of information may make it easier to choose the candidates who want to study the program in accordance with the output expected for the future of prospective new students. By providing a course description, which was opened by the College in an academic book that is given to prospective new students.

Based on the decision Kopertis III region of the arrangement and codification of courses at college numbers: 163/DIKTI/Kep/2007 there are 524 courses in the open by all universities in Jakarta in general and specifically for coaching facilities there are 42 course opened in Bina Sarana Informatika, but the author only limited problems at BSI AMIK consisting of 3 courses namely Computer Science, Management Information and Computer Accounting. Where is the third best course in the interest of many prospective new students.

But the fact is many candidates who failed to choose a course well, despite being given an academic book as a guide in selecting these courses, including possible at the time of their choosing influenced by talent, interest, motivation, friends, environment, technology trends that are running. With not so long thought a candidate was taking the wrong course or not in accordance with the dihar prepares.

AMIK BSI (Bina Sarana Informatika) is one of the universities that provide education to produce graduates who are competent in the field of Computer Science. The selection of study programs is the most important moment in the life of a student for a job-related aspirered. Factors that influence the selection of courses consists of talents, interests, motivation, finance, school of origin, Accreditation college, career, parents and peers.

1. Talent: prospective students should know that there is talent in itself, with the
following test of academic ability before choosing a course that will be selected.

2. Interests: to know the students' interest can be done through questionnaires / interviews or questionnaires and other ways that can be used to determine the interests and talents. Candidate must know information provided during the course selection, for example by reading literature, internet, newspapers, magazines, guide books that inform academic courses that will be learned in the classroom.

3. Motivation: prospective students in selecting courses motivated ahead with completing the course in accordance with the long travel time of an effective school in accordance with the standard time set.

4. Tuition or finance: the cost of college is very influential in the selection of a program of study.

5. Home school or academic Score: prospective students will take certain courses are: Information Management and Computer Accounting must graduate from high school (Science, Social Science, Language) and Vocational (technology). was for the computer engineering courses to graduate from high school (IPA) and SMK (technology) that has a good value.

6. Accreditation of study program: prospective students should know the status or permission of the selected courses.

7. Career: prospective students should know career forward during the election of the selected course, was the college provides career information to provide the academic handbook.

8. Options Parents: Parents need to really know the talent, interest and motivation of children and lead children to choose a course of study.

9. The influence of peers: In this course selection greatly affects the influence of friends, and prospective students should understand the strengths and weaknesses before taking any student activity on campus, students must first understand the strengths and weaknesses of her that will support and hinder the lecture.

2. Reader Reviews

Based on research results conducted on prospective new students in selecting courses, consisting of nine criteria used, including talent, interest, motivation, finance, accreditation of courses, financial or tuition, career, choice of parents, peers.

This research uses descriptive analytical method by presenting a summary of the survey results and interviews in the form of questionnaires. The interviews with respondents that the data be further processed by using an analytical approach to hierarchical process (AHP) to get the results of the strategic steps that should be done on the application of the course selection. Decisions obtained in the form of action be followed up immediately or can be re-examined if it obtained new information that affects the results to reduce uncertainty, so it will obtain a new decision.

The design of any AHP hierarchy will depend not only on the characteristic of the problem at hand, but also on the knowledge, judgments, values, opinions, needs, wants, etc. of the participants in the process. Published descriptions of AHP applications often include diagrams and descriptions of their hierarchies. These have been collected and reprinted in at least one book.[3]

As the AHP proceeds through its other steps, the hierarchy can be changed to accommodate newly-thought-of criteria or criteria not originally considered to be important; alternatives can also be added, deleted, or changed.[4]

After sufficient data obtained, the researchers conducted a needs analysis and model in the form of questionnaires. Later this questionnaire given to prospective students 50 respondents AMIK force BSI 2009/2010. Questionnaire data was processed using an analytical approach to hierarchical process (AHP) by the method of Cochran's Q Test, Expert choise 2007. In order to determine the priority strategic step course selection, the proposed nine criteria and three alternatives. The criteria and alternatives can be described as follows:

![AHP structure for the election of courses](image)

Expert choice is a software that helps users in decision-making with the AHP method. AHP
itself is a method used in decision-making method which used in the options available to the hierarchical structure, estimate the relative importance of these criteria, comparing alternatives for each criterion, and determine the ranking of all alternatives.

3. Experiment Results

In this chapter discussed the processing, analysis and interpretation of data that preceded the decisive elements significant to each level on the selection of courses starting level 0 which is the determination of election strategy focused courses, at level 1 of the criteria of selection of courses, at level 2 is determined the determination of strategic alternatives courses. Determination of the most significant element is done by using Cochran's Q Test methods. Further studies conducted to answer the formulation of the problem presented by the analytical hierarchy process. Then based on the results of data processing will be discussed whether the proposed hypothesis can be accepted on the base of facts and appropriate or not in accordance with the accompanied explanation of the meaning of empirical and theoretical. From the results of this study is expected to be disclosed the findings of theoretical and empirical facts from which a new theory and the construction or development of existing theories.

Platform Selection Criteria of Being courses Considerations in Determining Election Strategy courses.

Analysis of the combined opinions of the respondents indicated that the criteria for "Friend peer" with a point value equal to 0.163 or 16.3% of the total of the most important criteria, which influence the selection of electoral strategy courses. Reflects the implication that by doing a study testing the program selection AMIK BSI will be easier to control in the new admissions, especially in the marketing division, that the influence of peers on the course selection is very influential. Here are the weight of each criteria that influence the course selection strategies:

![Figure 3.1 Criteria for peer to Consider in Program Selection election strategy study point and Its Value](image)

The next criterion of the "Monetary and parents" have the same point value is comparable to 0.128 or 12.8% is an important criterion that must be considered by AMIK BSI, as with finances at an affordable attraction in the parent university in general election and in particular courses, so that tuition can absorb the number of prospective students with very significant.

Criteria obtained from the respondents are "accredited" highest point value equal to 0.120 or 12%. These criteria are also important issues that must be considered by AMIK BSI, as with the courses accreditation increase public confidence. Criteria obtained from respondents was "motivation and career" has the same point value is comparable to 0.111 or 11%. These criteria are also important issues that must be considered by AMIK BSI, as influences in the career information after graduation, so it can be an attraction in accordance with the wishes of students.

Criteria obtained from respondents was "School of origin" has the same point value is comparable to 0.090, or 9%. These criteria are also important issues that must be considered by BSI AMIK about the applicants in terms of course selection.

Criteria obtained from respondents was "School of origin" has the same point value is comparable to the 0.087 or 8.7%. These criteria are also important issues that must be considered by BSI in revenue AMIK applicants in terms form to prospective students have no difficulty in learning the academic campus.

Last criterion is obtained from the respondents is interest with the smallest point value equal to 0.062 or 6.2%. This criterion is also must be considered by BSI AMIK the candidate receiving the registration form of new students, so it can attract students to inform the subject that will be given at the time of taking courses in AMIK BSI.

Basis of Being Alternative Strategies Determining Priority Selection Observed courses from Element Criteria

In this study there were nine with three alternative criteria that affect the priority of alternative local-scale processing of data obtained from respondents, which is as follows: The following are the priority weight values are sorted from the highest to the lowest option:
Based on the perceptions of respondents to the criteria of "Talent", the study found that the program "Computer Accounting (KA)" with a point value of 0.343" is the top choice, followed by the alternative "Computer Science (TK)" point the value of 0.337" and "Management Information (MI)" point value of 0.320".

Based on the perceptions of respondents to the criteria of "Interest", the study found that the program "Computer Science (TK)" with a point value of 0.480" is the top choice, followed by the alternative "Computer Accounting (KA)" with 0.314 point" and "Management Information (MI)" point value of 0.206".

Based on the perceptions of respondents to the criteria of "Motivation", obtained that the course "Management Information (MI)" value of 0.553 point" has the highest votes, followed by the alternative "Computer Accounting (KA)" with 0.285 point" and "Computer Science (TK)" with point value of 0.162 ".

Based on the perceptions of respondents to the criteria of "Finance", the study found that the program "Management Information (MI)" value of 0.540 point" has the highest votes, followed by the alternative "Computer Accounting (KA) with 0.294 point" and "Computer Science (TK) with point value of 0.166 ".

Based on the perceptions of respondents to the criteria of "home school", the study found that the program "Computer Accounting (KA) with a point of 0.487" has the highest votes, followed by the alternative "Management Information (MI) value of 0.326 point" and "Computer Science (TK) with point value of 0.187 ".

Based on the perceptions of respondents to the criteria of "Accredited college", the study found that the program "Management Information (MI)" value of 0.535 point has the highest votes, followed by the alternative "Computer Accounting (KA)" with 0.290 point and "Computer Science (TK)" with point value of 0.176.

Inconsistency Ratio (CR) courses

Inconsistency ratio or the ratio of respondents' data inconsistencies are parameters used to check whether paired comparisons have been made with consistent or not. Data inconsistency ratio is considered good if its CR values ≤ 0.1.

4. Conclusion

Data processing is done by AHP approach, due to the advantages of this analysis technique is the unity of a single model that is easy to understand, able to solve complex problems, and can handle the interdependence of elements in the system and does not impose a linear thinking. After processing the data using the software Expert Choice 2000 is obtained conclusions priority selection criteria the following courses:

Based on the above table it can be concluded that the influence of Friends Play/Peers a very important age in terms of course selection for 0.163, so the management attention it AMIK BSI dalan especially in marketing decision making.
After further analysis of the criteria and alternatives, then the ratio analysis of course selection can be shown in the following table:

<table>
<thead>
<tr>
<th>Alternative</th>
<th>Information Management</th>
<th>Computer Accounting</th>
<th>Computer Engineering</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Chosen</td>
<td>0.437</td>
<td>0.346</td>
<td>0.217</td>
</tr>
</tbody>
</table>

Table 1.1 Ratio Analysis course selection

Based on the results of the ratio analysis in the table above, it can be concluded that the choice of study program "Management Information (MI)" is a program of study most students selected by the candidate. That can be described with the illustrations on the graph Gradient as follows:

![Figure 3.12 graphs Gradient](image)

And can be described with the illustrations on Dynamic graph as follows:

![Figure 3.13 Dynamic graphs](image)

Paired comparisons conclusion that the respondent has given inconsistency ratio value smaller than 0.1 as the maximum limit value inconsistency ratio. Thus the combined results of the calculation of geometric data is consistent respondents.

Advice

Based on the results of research by the author, it can be proposed some suggestions for further research as follows:

1. This research conducted related to the condition of FY 2009/10 AMIK BSI at the moment, so for the time and under different conditions need to be further research
2. This study focused only on Election Strategy Study Program only, recommended to be developed further with the criteria and sub criteria are more complex continuation, which can be applied in the other universities as a basis in terms of marketing college.
3. Based on research results, suggestions are given for prospective students need to recognize the talents, interests and capabilities, and not force myself to choose a course of his ability. Parents should really know the talents, interests and motivation of children and lead children to choose a course of study.

REFERENCES

CERTIFICATE

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SPEAKER

IN RECOGNITION OF VALUABLE CONTRIBUTIONS AS

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