



THE EFFECT OF SCHOOL ACCREDITATION ON INCREASING NEW STUDENT ENROLLMENT AT MTs AL-MA'ARIF 1 SORONG REGENCY

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Article History

Received Jan 3, 2026

Revised May 5, 2026

Accepted Jun 29, 2026

Keyword:

*school accreditation,
student enrollment,
public trust, Islamic
quality education*

Abstract

This study aims to analyze the influence of school accreditation on the increase in the number of new students in MTs Al-Ma'arif 1 Sorong Regency. This study uses a descriptive qualitative approach, with the main informant being the Head of the Madrasah, who was selected by purposive sampling. Data were collected through semi-structured interviews, observations, and documentation studies (PPDB data, evaluation reports, and official publications), and then analyzed in a methodical descriptive manner. The results of the study show that the achievement of A accreditation contributes significantly to increasing public trust in the quality of teaching, learning activities, and character development. This encourages parents' interest in registering their children. However, the rate of increase in the number of students cannot be explained solely by the accreditation factor. There are other supporting variables that also influence it, such as institutional involvement, socio-economic conditions of the community, the number of school competitors, accessibility, and education costs. It can be concluded that accreditation plays a crucial role as an indicator of school quality and competitiveness. However, its influence does not stand alone but must be supported by superior programs, effective management, and sustainable socialization.

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INTRODUCTION

Education is a very important factor that will improve the quality of individuals or human resources (HR) and become the main foundation in advancing the Indonesian nation. Not only that, education is a fundamental need in the process of self-development and human survival. Every country in the world aspires to become an industrial country, including Indonesia, which is still classified as a developing country and still faces various educational problems, especially related to quality. Education plays a role in accelerating the development of human potential to realize national development goals. Therefore, Indonesia needs to build independent human resources and be able to compete globally in quality education, produce a workforce that is ready to occupy strategic positions, and produce competitive students at the regional and international levels ([Wiratama et.al, 2021](#)). Education is essentially a process that plays a role in making it easier for people to maximize all their strengths and potential, so that they can respond to various forms of change and solve problems that are occurring. Indonesia, as a country that is in the development stage, also needs optimal contributions from all its citizens to support the national development process ([Novitawati, 2013](#)).

Educational institutions have a crucial role in creating human resources of high quality and in accordance with national education goals. Schools, as educational institutions that are present in the community, have a strategic function in preparing the future of the next generation. Therefore, every educational institution needs to understand the various desires and needs of stakeholders. Schools are required to be able to analyze the aspirations and needs of the parents of students. In addition to expecting the achievement of their children's dreams in the future, parents also tend to choose schools that have guaranteed legality and quality through accreditation status from the National Accreditation Board ([Milati, 2021](#)). The school functions as a vehicle for students to gain knowledge and develop various skills, as well as a place for teaching and learning activities by teachers and students. Substantively, schools have a major role in facilitating learning activities, forming character, and developing individual competencies, including intellectual and social abilities. In order to support the achievement of these goals, the government has implemented a 12-year compulsory education program as stipulated in Law Number 20 of 2003 concerning the National Education System.

Admission of New Students (PPDB) is a crucial first step in the school's efforts to improve the quality of education. In the entire learning process, teachers, students, and schools are central actors. However, in social reality, the general public still assesses the superiority of schools based on the number of students. This perception arises because schools with good reputations, both academically and non-academically, are considered high-quality educational institutions. As a result, people tend to choose schools with high accreditation, even though the education system and facilities are similar to other schools ([Adisti, 2024](#)). Government Regulation of 2005 on National Education Standards, which aims to ensure the enforcement of quality standards nationally ([Raharjo,](#)

2013). In line with the assessment of the community in this context, accreditation and certification are important tools to assess the condition of educational institutions based on the minimum standards that have been set. According to the Decree of the Minister of National Education Number 087/U/2002, accreditation functions in showing how reflection on school performance can be used as a basis for training, development, and quality of education so that schools can meet and exceed the service standards that have been set. The implementation of accreditation also provides opportunities for educational institutions to achieve success in developing students' knowledge, skills, and character (Qhuzairy, 2023). At the same time, it is a strategy to improve the quality of education, increase institutional capacity, and encourage schools to continue to improve quality until they meet the standards that have been set (Wahyudi, 2017)

Madrasah Al-Ma'arif 1 Sorong Regency is one of the educational institutions that is able to build institutional accreditation efficiently, based on a consistent increase in the number of students every year. This madrasah has shown various academic and non-academic achievements at the provincial and national levels. The curriculum implemented is an integration of the national curriculum, Islamic curriculum, and the latest Merdeka curriculum. The educational process is also supported by modern facilities, skilled teachers, and various extracurricular activities such as scouting, hadrah/qasidah, recitation, khitobah, Pagar Nusa, drum band, dance arts, sports (football and futsal), PMR, IPNU-IPPNU, and various educational programs. Every year, the number of registrants increases, showing the level of public trust in the educational services provided by Madrasah Al-Ma'arif 1 Sorong Regency, which is strengthened by the excellent accreditation status of the madrasah. In this phase, the management of Madrasah Al-Ma'arif 1 Sorong Regency is not actively involved in promotional activities, but rather develops a systematic and well-functioning information system. The success of this strategy is achieved through a collaborative centralization system in which managers play the role of coordinators, designers, and co-managers for each school unit. The purpose of the activity is to maximize awareness from the public regarding the advantages and disadvantages of Madrasah Al-Ma'arif 1 Sorong Regency. This increase in public awareness has a direct impact on increasing people's desire to choose the madrasah, which ultimately leads to an increase in the number of new students.

High-quality schools have a positive impact on student learning outcomes as well as the quality of graduates. However, in practice, many people want their children to be able to attend formal schools, both domestically and abroad, without having to verify the school's accreditation status. A small percentage of people choose schools based on good reputation and accreditation. However, the public's understanding of the importance of accreditation means that the number of accreditations is no longer a major factor in decision-making. As a result, not everyone understands the consequences of schools that do not have accreditation, including their impact on the quality of educational services and

student learning outcomes. Therefore, more intensive socialization is needed regarding the importance of school accreditation so that the public understands that accreditation has a crucial role in maximizing the quality of educational institutions. Schools or madrasas that have good accreditation are generally able to improve the educational process in accordance with the National Education Standards, supported by competent facilities, infrastructure, and teachers. This situation provides more optimal learning opportunities for students and has the potential to increase the community's desire to support the younger generation. In the context of Madrasah Al-Ma'arif 1 Sorong Regency, public awareness of the importance of accreditation has an impact on the number of new students, making accreditation a good indicator of the quality and trust of madrasas among students and adults ([Martinelli & Khairiah, 2020](#))

Various previous research results show that accreditation plays a crucial role in the world of education, especially in increasing interest in new student registration as well as building public trust in educational institutions. Accreditation is often understood as an indicator of school quality, so educational units that obtain an A accreditation rating are generally more in demand by the community ([Permatasari et al., 2025](#)). These findings are in line with research ([Halimatus et al., 2024](#)) which confirms that accreditation is not only administrative, but also serves as a strategic evaluation instrument to encourage continuous improvement of the quality of education. In addition, another study revealed that accreditation socialization activities play an important role in improving people's literacy, so that they have a better ability to choose quality and trusted schools ([Martinelli & Khairiah, 2020](#)). Furthermore, the results of the study conducted by ([Shohifah, 2018](#)) show that the accreditation system prepared based on the National Education Standards has a real influence in shaping parents' views and interest in the quality of an educational institution. These findings confirm that accreditation does not just function as an administrative assessment, but plays a strategic role as a means to build a positive image while increasing the school's ability to compete among the public.

The purpose of the study is to analyze the influence of school accreditation on the increase in the number of new students in Mts Al-Ma'arif 1, Sorong Regency. This study specifically examines the extent to which accreditation status is able to increase the effectiveness of school promotion strategies and contribute to encouraging interest in new student registrations. The results of the research are expected to provide scientific contributions as well as become strategic references for other educational units in optimizing promotion activities and student admissions by utilizing their accreditation achievements.

METHOD

In analyzing the influence of school accreditation on the increase in the number of new students in Mts Al-Ma'arif 1 Sorong Regency, this study uses a qualitative approach, namely an indirect or descriptive design. With a qualitative approach, researchers want to get a holistic picture of any phenomenon through the process of collecting various predetermined information. So that the situation

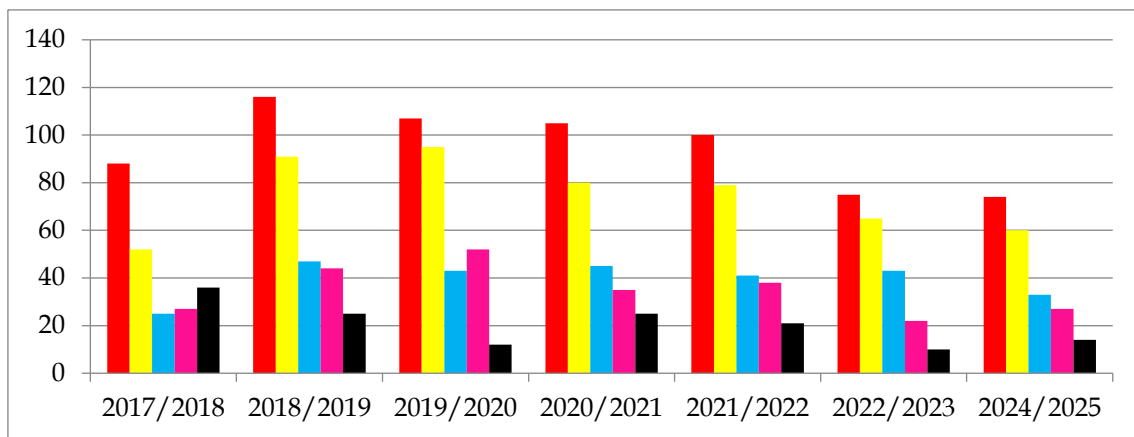
in the field is in accordance with the reality that occurs. The main informant in this study is the head of Madrasah Tsanawiyah Al-Ma'arif 1 Sorong Regency. The determination of information uses purposive techniques on the grounds that the head of the madrasah is the right person because he has authority, experience, and a broad understanding of the institution's accreditation policies, school management, and the implementation of new student admissions.

The methods used were semi-structured interviews, observations, and documentation studies. Semi-structured interviews were used more to obtain deeper information about the role of accreditation in increasing public trust and its impact on the interest of new applicants. Observation activities were carried out with the aim of carefully researching the accreditation process and various supporting activities related to the expansion of educational services in schools. Documentation data is used as a supporting source that shows the results of school evaluations, archives of new student admissions (PPDB), brochure promotional materials, and various forms of official publications approved by school managers. Data analysis uses a qualitative approach through several stages, namely summarizing and sorting data, compiling it systematically, and formulating conclusions. Data analysis is carried out using a qualitative approach in several steps, including data collection and analysis, systematic data analysis, and outcome analysis. The collected data were then selected and grouped according to the focus of the research. Furthermore, the data were presented descriptively to explain the relationship between school accreditation and the increase in the number of new learners. Drawing conclusions based on the pattern relationships between findings that consistently emerged from the results of data analysis.

RESULT

Dynamics of New Student Admissions

Secondary data sourced from official PPDB documents and the graduation of MTs Al-Ma'arif 1 Sorong Regency were processed using descriptive statistical techniques. The results of the analysis are presented in the form of a bar graph to illustrate enrollment trends, selection pass rates, and gender distribution of students.



Note: Red = Number of Applicants, Yellow = Students Accepted, Blue = Male, Purple = Female, Black = Not Accepted)

Figure 1. Data on the Number of New Students of MTs Al-Ma'arif 1 Sorong Regency

Based on Figure 1, the dynamics of new student admissions from the 2017/2018 to 2024/2025 school year show a fluctuating trend. In the 2017/2018 to 2018/2019 school year, there was a significant increase in the number of registrants (red bars) until it reached its peak in the 2018/2019 period, with the number exceeding 110 prospective students. This trend reflects the high public interest and trust in school education services in that period. However, entering the 2019/2020 to 2022/2023 school years, the number of registered and accepted students (yellow bars) gradually decreased before finally returning to stability in the 2024/2025 school year in the range of 70–75 registrants. In line with the decline in enrollment trends, the number of prospective students who were not accepted (black bars) also decreased, which indicates an adjustment of the school's capacity to the trend of interest.

From a demographic aspect, the distribution of students enrolled by gender shows variation. In the period 2018/2019 to 2020/2021, the number of male students (blue bar) was more dominant than female students (purple bar). Meanwhile, in the 2022/2023 and 2024/2025 school years, the proportion between male and female students was relatively balanced. Overall, the graph confirms that even though MTs Al-Ma'arif 1 Sorong Regency faces competition from various junior high education institutions in the surrounding area – such as SMP Negeri 1, SMP IT Alam Mutiara, SMP Muhammadiyah, MTs Muhammadiyah, MTs Roudlotul Khuffadz, SMPTK Diaspora, SMP Negeri 11, and SMP YPPK Bethel – the school is still able to maintain the stability of the capacity of new students.

Thematic Analysis of the Interview Results

1. School Competitiveness and Accreditation Status

In the midst of high competition between educational institutions in Sorong Regency, MTs Al-Ma'arif 1 utilizes the Accreditation A predicate not only as

a fulfillment of administrative burdens, but as a strategic instrument. To maintain competitiveness, school management prioritizes strengthening superior programs, fostering students' character, and improving the quality of the learning process sustainably to build public trust.

2. Challenges in Attracting New Students

The main obstacle in the admission of new students is the growing number of competing schools that offer similar programs and characteristics. This condition provides more options for the public, so the competitive climate is getting tighter. In addition to the competition factor, the limitation of physical facilities and infrastructure is a challenge in itself. As a solution, the school focuses on the effectiveness of internal management practices and the quality of learning programs as the main attraction.

3. Public Views on School Accreditation Status

The results of the interview revealed that the public's understanding of the meaning and essential function of accreditation is still limited. Although accreditation status is used as one of the considerations for parents, it is not the sole determining factor. Therefore, the school management and the committee actively conduct counseling and promotion to educate the public about the relevance of accreditation in quality assurance and student character formation.

4. Main Components of the Accreditation Assessment Process

The substance of the assessment and sustainability of accreditation at MTs Al-Ma'arif 1 is more focused on the effectiveness of the teaching and learning process and the development of the quality of graduates, while the completeness of infrastructure is assessed as a supporting element. In practice, strengthening students' character is optimized through the integration of religious activities, habituation of local wisdom, and local traditions.

5. Competency Development of Educators

Teachers play a central role in maintaining the reputation of the institution. Improving the competence of educators is carried out periodically through participation in various training forums, both online and offline. Despite being faced with limited operational budgets, teachers' professionalism and achievements are still consistently appreciated to maintain motivation to teach.

6. School Promotion and Publication Strategy

The optimization of the Accreditation A status is carried out through structured promotional activities using various channels, such as social media, the distribution of brochures, and the publication of student achievements. This systematic publication aims to build a positive image (*brand image*) of the school in the eyes of prospective parents.

7. The Relationship of Accreditation Status with the Number of New Students

Although schools consistently maintain the Accreditation A title, the trend of new student admissions does not always show a significant increase every

year. The high variety of school choices around Sorong Regency means accreditation cannot be positioned as a single variable that affects the quantity of students. However, accreditation still plays an important role in quality assurance and sustainability of education quality.

8. Sustainability of Accreditation Through Stakeholder Synergy

The achievement and maintenance of Accreditation A status is the result of the synergy of all stakeholders, involving school principals, teachers, education staff, school committees, students, and the surrounding community. Accreditation is understood as a comprehensive evaluation system for the quality of learning, not just the fulfillment of administrative documents.

DISCUSSION

School accreditation reflects the quality of educational services, which is assessed through a number of aspects, such as curriculum implementation, learning implementation, qualifications of educators, infrastructure facilities, and school management systems. The acquisition of A accreditation will have a positive impact on public interest in the quality and credibility of the school. Research results indicate that accreditation plays a role in improving the quality of education in terms of evaluating the curriculum, school and principal management systems, and community involvement. Accreditation is not entirely a quality assessment tool but also serves as a means of encouraging institutional change and development. The success of the implementation of accreditation is inevitable from the participation of school principals, teachers, and parents. The synergy of these three elements has proven to have a positive impact on optimizing school management, improving the professionalism of educators, and growing public trust in educational institutions. The study also shows that schools with good accreditation status typically receive higher levels of trust and community support. This situation reinforces the belief that accreditation impacts a person's ability to support their child as a new student. In line with these findings, research indicates that accreditation is understood as an evaluation mechanism that has an impact on the development of National Education Standards (SNP). This process encourages schools to carry out continuous improvements, be it in staff management, provision of facilities and infrastructure, teaching implementation, and improving the professionalism of educators. The continued impact is reflected in increasing the satisfaction of parents and students, as well as the formation of a strong mutual culture in the school environment. Thus, school accreditation has proven to play a significant role in strengthening the competitiveness of educational institutions, especially in attracting new students through improving the quality of educational services.

The factors that make schools with A accreditation able to attract new students are not only related to the availability of extensive facilities and infrastructure, but also to the development of excellent programs that are in harmony with the needs of students and the surrounding community. The

flagship program is supported by well-organized school managers, thus enabling them to ensure mutual success and strengthen their relationship with educational institutions. Not only that, the process of effective learning activities that focus on developing students' potential is a strategic factor in attracting the attention and interest of prospective students. The formation of character through religious customs and the preservation of local values and traditions that are characteristic of Mts Al-Ma'arif 1 Sorong Regency also strengthens the positive image of the school in the eyes of the community. Thus, A accreditation indicates that the school has met national educational standards through good management practices, effective teaching methods, and character development. This then contributes to the growth of public interest and trust in the school.

In addition, the implementation of extracurricular activities and the provision of a non-physical environment are very important in helping students develop their character and academic potential. This study shows that the implementation of the flagship program at Mts Al-Ma'arif 1 Sorong Regency effectively contributes significantly to improving the quality of educational services in the school. Thus, the allocation and development of educational facilities, both physical and non-physical, along with flagship programs, are an important component of the strategy to improve the quality of schools and increase the attractiveness of educational institutions for students.

The competitiveness of schools that have obtained accreditation is formed through various factors that are related and inseparable from each other. One of the important factors lies in the capacity of schools to improve the quality of educational services by implementing processes that are systematically designed and implemented on an ongoing basis. In addition, effective school governance and the implementation of excellent programs that are in harmony with the needs of students and society are crucial factors in forming a conducive learning environment. Accreditation A at Mts Al-Ma'arif 1 Sorong Regency further increases the success of madrasas in complying with various standards and requirements that have been set. This good image gradually fosters trust among the community, thus encouraging parents to consider and determine school choices for their children. Therefore, the achievement of A accreditation does not always indicate success in school administration, but also serves as a strategic factor that significantly contributes to increased competitiveness in educational institutions and an increase in the number of new students.

The results of the research obtained by (Hardianti, 2025) indicate that accreditation functions as an instrument to assess the effectiveness of the National Education Standards (SNP) in terms of school administration, the implementation of the learning process, and educational facilities and infrastructure. The assessment process is intended to ensure that the quality of the school is maintained and continuously carried out from time to time. Therefore, schools are required to continuously improve human resources, curriculum, implement effective teaching strategies, and provide adequate educational materials. The implementation of accreditation requires a greater

level of cooperation from various stakeholders, including individuals and the general public, to increase public trust in the various educational services provided. At Mts Al-Ma'arif 1 Sorong Regency, accreditation has a significant impact on the positive response of the community through the image and reputation of educational institutions, that encourage increasing public interest in sending new students to school.

The accreditation level is not only used as a method to see and ensure the quality of the educational process but is also used as a tool to assess various aspects, be it social, ideological, or various policies that will certainly have an influence on the practice and process of implementation of education. The results of the study indicate that the implementation of accreditation that emphasizes performance and focuses on formative assessments will be more effective because it can encourage the quality of education, maximize efficiency in managing schools, and maximize students' abilities in a structured way. This approach also receives a positive response, especially from various mass media continuously, which will contribute to the development of public opinion regarding disability from an educational institution. In its implementation, accreditation is often used as an assessment or the main indicator to see the quality of schools in various things, be it private education, which is also greatly influenced by the level of trust from the community. However, the implementation of application programs that generally focus more on administrative tasks and have the potential to maximize educational tasks is not so effective in forming a culture of continuous quality. In Mts Al-Ma'arif 1, Sorong Regency, accreditation status is a strategic tool in maximizing public opinion and providing strength to the position of schools in a community. This situation will encourage people to be more confident and motivated to choose a school and many of their children's preparations at certain schools or agencies. The dissemination of information about accreditation through various media will also make people more interested in choosing schools, so that accreditation becomes more important to maximize and increase the number of new students (Prihantoro, 2025).

Based on the results of the research, it can be concluded that the level or level of accreditation obtained by the school is certainly in line with the increase in the number of new students in the institution. Educational institutions that have a higher level of accreditation will certainly be considered more credible, so the public will also be affected by the various educational services provided by these institutions. This will make parents more interested and excited to choose a school for their children. In the context of Mts-Ma'arif 1 Sorong Regency, accreditation status is considered one of the determinants of institutional quality, which is often considered to be the most important factor in the community in choosing their children's schools. However, in terms of parents' and prospective new students' choice of a school, it does not only focus on status or accreditation level. There are also several factors that are considered, such as whether or not there is an educational institution close to where they live, the geographical location of the school, the cost of education needed at the school, and the ease

and difficulty in accessing the school. Perhaps by doing so, it can be known that the school's accreditation status has a significant impact on the increase in the number of new students. So that the expected results can be achieved more optimally, which is also supported by various interrelated factors.

CONCLUSION

Based on the research and analysis that has been described earlier, it can be concluded that school accreditation has a crucial role in increasing public trust in educational institutions. In this case, at Mts Al-Ma'arif 1 Sorong Regency, accreditation A serves as a quality identity, which allows for various learning processes, school administration, professional work of teachers, and student character development. Therefore, it is believed that further research on the implementation of accreditation in this school needs to be done. This situation increases everyone's desire to choose Madrasah Al-Ma'arif 1 Sorong Regency as one of the desired educational alternatives. This also creates a situation that encourages the community around the madrasah. In addition, this study shows that although accreditation contributes to an increase in the number of new students, the effect is not absolute or singular. Many factors affect the number of applicants, including the number of schools, the availability of nearby educational institutions, the social and economic conditions of the community, and the ease of access and payment of education fees.

Thus, it is impossible to consider accreditation as the only determining factor in the number of new students. Accreditation should be considered a component of a joint development strategy that should be supported by effective school administration, excellent programs that fit the needs, and ongoing promotion and socialization initiatives. Overall, this study shows that school accreditation is more than just an administrative act; it also serves as an important tool for assessment and practical strategies to improve student learning. Furthermore, accreditation can improve the organization's reputation, public trust, and the number of new students. Therefore, efforts to increase or decrease the level of accreditation must be accompanied by an improvement in the quality of educational services. The goal is to ensure that the benefits can be fully utilized by school children and the general public.

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