

PERANCANGAN BUSINESS INTELLIGENCE BERBASIS ANALITIK DESKRIPTIF DALAM UPAYA PENINGKATAN PENDAFTARAN CALON SISWA BARU DI SMK TADIKA PERTIWI CINERE

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ABSTRAK

Di tengah meningkatnya persaingan antar Sekolah Menengah Kejuruan (SMK), pemanfaatan teknologi berbasis data menjadi kebutuhan strategis dalam menarik minat calon siswa secara lebih terarah dan efektif. SMK Tadika Pertiwi Cinere menghadapi tantangan berupa fluktuasi dan kecenderungan penurunan jumlah pendaftar dalam beberapa tahun terakhir, meskipun telah memiliki program keahlian unggulan. Penelitian ini bertujuan untuk merancang Business Intelligence (BI) berbasis analitik deskriptif sebagai upaya meningkatkan efektivitas penerimaan siswa baru. Pengembangan dilakukan menggunakan kerangka Business Intelligence Roadmap Development (BIRD) oleh Moss dan Atre, yang meliputi tahapan Justification, Planning, Business Analysis, Design, Construction, dan Deployment. Analisis terhadap data pendaftaran siswa periode 2017–2025 menunjukkan total 1.067 pendaftar dari 157 sekolah asal di 12 kelurahan, dengan dominasi jurusan Manajemen Perkantoran dan Layanan Bisnis (MPLB) serta Bisnis Daring dan Pemasaran (BDP). Hasil penelitian ini diwujudkan dalam bentuk website sistem monitoring pendaftaran siswa baru yang menampilkan dashboard visualisasi interaktif yang memuat tren pendaftaran per tahun, asal sekolah, wilayah asal pendaftar, serta minat jurusan, yang dapat digunakan sebagai dasar pengambilan keputusan strategis berbasis data. Implementasi BI ini diharapkan dapat meningkatkan daya saing SMK Tadika Pertiwi Cinere dan memperluas jangkauan promosi serta penerimaan siswa di masa mendatang.

Kata Kunci: *business intelligence*, analitik deskriptif, *website*, dashboard, smk tadika pertiwi.

**DESIGN OF A DESCRIPTIVE ANALYTICS–BASED BUSINESS
INTELLIGENCE SYSTEM FOR IMPROVING NEW STUDENT
ENROLLMENT AT SMK TADIKA PERTIWI CINERE**

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ABSTRACT

Amid the increasing competition among Vocational High Schools (Sekolah Menengah Kejuruan or SMK), the utilization of data-driven technology has become a strategic necessity to attract prospective students more effectively and in a more targeted manner. SMK Tadika Pertiwi Cinere faces challenges in the form of fluctuations and a declining trend in the number of applicants in recent years, despite offering excellent vocational programs. This study aims to design a Business Intelligence (BI) system based on descriptive analytics to enhance the effectiveness of new student admissions. The development process follows the Business Intelligence Roadmap Development (BIRD) framework by Moss and Atre, which includes the stages of Justification, Planning, Business Analysis, Design, Construction, and Deployment. Analysis of student registration data from 2017 to 2025 revealed a total of 1,067 applicants from 157 origin schools across 12 sub-districts, with the Office Management and Business Services (MPLB) and Online Business and Marketing (BDP) programs being the most dominant choices. The outcome of this research is presented in the form of a web-based student registration monitoring system featuring an interactive dashboard that visualizes yearly registration trends, school origins, applicant regions, and program preferences, serving as a foundation for data-driven strategic decision-making. The implementation of this BI system is expected to enhance SMK Tadika Pertiwi Cinere's competitiveness and expand its promotional reach and student recruitment effectiveness in the future.

Keywords: business intelligence, descriptive analytics, website, dashboard, smk tadika pertiwi.