

INTISARI

PREFERENSI PELAJAR SMP MENENTUKAN LOKASI LEMBAGA BIMBINGAN BELAJAR DI KAWASAN PERKOTAAN YOGYAKARTA

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Pendidikan menjadi sektor utama bagi manusia, salah satunya di Kawasan Perkotaan Yogyakarta (KPY). Kawasan yang memiliki ciri fisik kekotaan ini dinilai memiliki perkembangan cukup pesat dari sektor pendidikan. Hal ini dapat dilihat dari nilai Ujian Nasional (UN) yang cukup bersaing yang membuat siswa cukup bersaing juga dalam memilih lokasi sekolah. Hal ini juga diperketat dengan diberlakukannya zonasi sekolah yang membuat siswa kesulitan untuk memilih lokasi sekolah di Kota Yogyakarta. Kedua dasar tadi kemudian membuat siswa mengikuti kegiatan tambahan di lembaga bimbingan belajar (lembijar). Kondisi tersebut mendasari dilakukannya penelitian dengan tujuan mengidentifikasi pola sebaran lokasi lembijar di KPY, mengidentifikasi preferensi Pelajar SMP menentukan lokasi lembijar di KPY, dan menganalisis perbedaan preferensi Pelajar SMP dalam memilih lokasi lembijar.

Penelitian dilakukan menggunakan analisis kuantitatif dengan metode survei. Data yang digunakan dalam riset yakni data lokasi lembijar dan preferensi siswa. Data lokasi lembijar didapatkan dari data *geotagging* serta data preferensi siswa dilakukan dengan membagikan angket di lapangan (data primer). Identifikasi lokasi lembijar dilakukan dengan Analisis Tetangga Terdekat (ATT). Analisis preferensi siswa diidentifikasi melalui dua faktor, yakni faktor geografis dengan variabel kedekatan lokasi rumah dan lokasi sekolah dan non geografis dengan variabel biaya kegiatan, fasilitas pelayanan, promosi, metode bimbingan, efektivitas waktu, serta program bimbingan yang dipilih. Hal ini diidentifikasi dengan melihat persepsi siswa terhadap variabel yang disajikan. Kedua faktor tersebut diuji menggunakan *Analytical Hierarchy Process* (AHP). Kondisi ini kemudian dilakukan uji perbedaan menggunakan Uji *Chi Square K Sample* dan Uji *Kruskal-Wallis*.

Penelitian mendapatkan hasil bahwa pola sebaran lokasi lembijar di KPY cenderung acak. Kondisi ini ditunjang dengan bentuk pola yang cenderung sejajar (linear) mengikuti jalan arteri dan kolektor. Identifikasi preferensi pada faktor geografis didominasi oleh indikator kedekatan lokasi rumah dengan nilai λ maksimal sebesar 1,28. Kondisi faktor non geografis didominasi oleh metode bimbingan dengan λ maksimal sebesar 1,80. Terdapat perbedaan preferensi cukup signifikan pada indikator kedekatan lokasi sekolah dan biaya kegiatan pada tiap daerah administratif di KPY. Perbedaan tersebut bernilai 0,000 dan 0,001 yang kemudian berbeda jauh dengan signifikansi dasar sebesar 0,05.

Kata Kunci: Preferensi, Lokasi, Lembaga Bimbingan Belajar, Kawasan Perkotaan Yogyakarta

ABSTRACT

PREFERENCE OF JUNIOR HIGH SCHOOL STUDENT IN CHOOSING ACADEMIC COURSES LOCATION IN YOGYAKARTA URBAN AREA

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Education has become the main sector for human, especially in Yogyakarta Urban Area. The area which has a physical characteristic of urban area has been considered to have a quite rapid development in education sector. It can be seen in the competitive National Examination result which has made the students have been competitive in choosing a school. This has been tightened with the enactment of school zoning which makes it difficult for the students to choose a school location in Yogyakarta City. Both of these make students joining additional activities such as academic courses as well. The condition underlies this research with the purposes of identifying the spread pattern of the academic courses location in Yogyakarta Urban Area, identifying the preferences of Junior High School students in determining the location of the academic courses in Yogyakarta Urban Area, and analyzing the difference of the junior high school students' preferences in choosing the location of those academic courses.

The research using quantitative analysis with survey method. The data used in this research are the location of academic courses and the student's preferences. The location of academic courses are obtained from geotagging data and the student's preferences are obtained by distributing questionnaires in the field (primary data). The identification of academic courses location was conducted using Nearest Neighbor Analysis. The students' preferences analysis was identified by two factors which are geographical factor with the variable of house and school location proximity and non-geographical factors with variable of activity cost, service facilities, promotion, guidance method, time effectiveness, and selected counseling program. Those is being identified by measuring the students' perception of the variables presented. Both of these factors were tested using Analytical Hierarchy Process (AHP). The result then was tested for comparative test using Chi Square K Sample and Kruskal-Wallis Test.

The result of this research found that the spread pattern of academic courses location in Yogyakarta Urban Area tends to be random. This condition was reassured by the pattern's shape that tends to parallel (linear) following the artery and collector roads. Identification of preference on geographical factor is dominated by the indicator of house location proximity with maximum value of λ is 1.28. Non-geographical factor condition is dominated by guidance method with maximum λ of 1.80. There are significant differences in preferences for the indicator of school location proximity and the cost of activity in each administrative area in Yogyakarta Urban Area. The difference is worth 0.000 and 0.001 which then differs significantly with the basic significance of 0.05.

Keywords: Preferences, Location, Academic Courses, Yogyakarta Urban Area