

Pemerintah kota Yogyakarta memberikan kepedulian kepada keluarga miskin dengan menerbitkan Kartu Menuju Sehat (KMS) bagi warganya yang tergolong miskin dengan memberikan bantuan dalam bidang kesehatan dan pendidikan. Berkaitan dengan bidang pendidikan, permasalahan partisipasi siswa KMS dalam implementasi kebijakan kuota 5% penerimaan siswa KMS Sekolah Menengah Atas (SMA) di kota Yogyakarta, maka tujuan penelitian ini: 1) Untuk mengetahui implementasi kebijakan kuota 5% penerimaan siswa baru SMA dari keluarga miskin di kota Yogyakarta 2) Untuk mengetahui faktor-faktor yang mempengaruhi implementasi kebijakan kuota 5% penerimaan siswa baru SMA dari keluarga miskin di kota Yogyakarta. Penelitian ini menggunakan pendekatan kualitatif. Penelitian dilakukan di Dinas Pendidikan Kota Yogyakarta. Metode yang digunakan dalam mengumpulkan data dengan observasi, wawancara, dan dokumentasi. Data kualitatif dikumpulkan dengan cara wawancara mendalam (*indepth interview*) terhadap informan secara *purposive sampling*. Analisis yang digunakan adalah deskriptif kualitatif.

Tahap implementasi kebijakan kuota 5% dalam penerimaan siswa KMS jenjang SMA di kota Yogyakarta sesuai dengan Peraturan Walikota Yogyakarta dan Petunjuk Teknis Pelaksanaan Kepala Dinas Pendidikan kota Yogyakarta meliputi: perencanaan, pengumuman penerimaan, pendataan, pendaftaran, penyaringan/seleksi, penentuan siswa yang diterima, pengumuman siswa yang diterima, dan registrasi. Peneliti mengajukan 4 variabel yang mempengaruhi keberhasilan atau kegagalan implementasi kebijakan kuota 5% penerimaan siswa KMS di kota Yogyakarta. Keempat variabel yang mempengaruhi implementasi kebijakan tersebut yaitu komunikasi, disposisi, koordinasi, dan partisipasi.

Hasil penelitian menyimpulkan implementasi kebijakan kuota 5% penerimaan siswa KMS jenjang SMA di kota Yogyakarta berjalan dengan baik sesuai dengan Peraturan Walikota Yogyakarta dan Petunjuk Teknis Pelaksanaan Kepala Dinas Pendidikan kota Yogyakarta. Adapun faktor-faktor yang mempengaruhi keberhasilan implementasi kebijakan kuota 5% penerimaan siswa KMS menunjukkan hasil sebagai berikut: **Komunikasi** antara Dinas Pendidikan dengan Sekolah SMA dan siswa KMS/masyarakat telah berjalan dengan baik. Komunikasi dilakukan melalui website, media massa, penyuluhan lewat Kelurahan, penyuluhan ke sekolah dan melalui guru bimbingan & konseling. **Disposisi** (sikap) pegawai Dinas Pendidikan dan Panitia Penerimaan Peserta Didik Baru (PPDB) sekolah meliputi komitmen, kejujuran, dan sifat demokratis telah dijalankan dengan baik. **Koordinasi** antara Dinas Pendidikan dan sekolah, koordinasi intern Panitia PPDB Dinas Pendidikan, koordinasi antara sekolah dengan Panitia PPDB sekolah, koordinasi intern Panitia PPDB sekolah, telah berjalan dengan baik. **Partisipasi** siswa KMS dalam rekrutmen siswa baru jenjang SMA di kota Yogyakarta termasuk rendah berdasarkan hasil indikator: "inisiatif" siapa yang mempunyai prakarsa tergolong rendah, "tujuan" bagaimana dirumuskan tergolong rendah, "proses pengawasan" bagaimana kontrol komunitas tergolong sedang dan "hasil" untuk siapa tergolong tinggi. Hal ini sesuai data hasil rekrutmen siswa KMS jenjang SMA dari kuota 129 siswa, maka siswa KMS yang diterima sebesar 79 siswa (62%), sedangkan kuota yang tidak terpenuhi sebesar 50 siswa (38%).

**Kata kunci** : Implementasi, Kebijakan, Penerimaan Siswa, Siswa Miskin.

Yogyakarta city government to provide care to poor families by issuing Card Towards Prosperity (KMS) for citizens who are poor by providing assistance in the areas of health and education. With regard to education, the issue of student participation in policy implementation KMS 5% quota admissions KMS High School (SMA) in the city of Yogyakarta, the purpose of this study: 1) To determine the 5% quota policy implementation accepting new students from poor families in school Yogyakarta 2) To determine the factors that affect the implementation of the quota policy of 5% of new admissions school from poor families in the city of Yogyakarta. This study used a qualitative approach. The study was conducted at the Department of Education of Yogyakarta. The method used in collecting data through observation, interviews, and documentation. Qualitative data were collected by in-depth interviews to informants by purposive sampling. The analysis is descriptive qualitative.

Policy implementation phase of 5% quota in admissions KMS high school level in the city of Yogyakarta in accordance with Regulation Mayor of Yogyakarta and Technical Guidelines Yogyakarta Head of Education include: planning, admission announcements, documentation, registration, screening / selection, determination of students who are enrolled, students who received the announcement, and registration. Researchers propose four variables that affect the success or failure of policy implementation of 5% quota admissions KMS in the city of Yogyakarta. The four variables that affect the implementation of the policy, namely communication, disposition, coordination, and participation.

The research concludes quota policy implementation KMS 5% acceptance level high school students in the city of Yogyakarta goes well in accordance with the Regulation of the Mayor of Yogyakarta and Technical Guidelines for Head of Education Department of Yogyakarta. The factors that affect the successful implementation of the policy of 5% quota admissions KMS showed the following results: Communication between the Department of Education with High School students and KMS / society has gone well. Personal communication through website, media, education through the Village, extension to the school and through guidance and counseling teachers. Disposition (attitude) and Education Department officials of Students New Admission Committee (PPDB) schools include commitment, honesty, and the democratic nature has been carried out. Coordination between the Department of Education and schools, internal coordination committee PPDB Department of Education, the coordination between the school committee school PPDB, internal coordination committee PPDB school, has gone well. KMS student participation in the recruitment of new students at the high school level including low Yogyakarta based on indicators of: "initiatives" who has the initiative is low, "goal" how formulated low, "process control" how the community controls were classified and "outcomes" for who is high. It is appropriate outcome data KMS high school level student recruitment quota of 129 students, the students KMS received by 79 students (62%), while quotas were not met by 50 students (38%).

**Keywords:** Implementation, Policy, Admission, Poor Students.