

ABSTRAK

Ai Hetti Asmalawati. 2026. “Komunikasi Kepemimpinan Kepala Sekolah Dalam Membangun Budaya Sekolah Positif (Studi Kasus di SD Negeri 1 Sodong Kecamatan Sodonghilir Kabupaten Tasikmalaya)”

Penelitian ini dilatarbelakangi oleh pentingnya komunikasi kepemimpinan kepala sekolah dalam membangun budaya sekolah yang positif. Komunikasi yang efektif berperan dalam menumbuhkan kerja sama, disiplin, tanggung jawab, dan sikap saling menghargai di lingkungan sekolah. Penelitian ini bertujuan untuk mengetahui komunikasi kepemimpinan kepala sekolah, kondisi budaya sekolah sebagai dampak komunikasi, serta strategi komunikasi dalam menumbuhkan sikap kolaboratif di SD Negeri 1 Sodong Kecamatan Sodonghilir Kabupaten Tasikmalaya. Penelitian menggunakan metode deskriptif dengan pendekatan kualitatif melalui observasi, wawancara, dan dokumentasi. Informan penelitian terdiri dari pengawas, kepala sekolah, dan empat guru. Hasil penelitian menunjukkan bahwa : 1) Komunikasi kepemimpinan kepala sekolah dalam membangun budaya sekolah positif dilaksanakan melalui komunikasi persuasif, partisipatif, dan keteladanan yang dilakukan secara berkelanjutan kepada seluruh warga sekolah. Komunikasi tersebut menjadi sarana utama dalam menanamkan nilai-nilai disiplin, tanggung jawab, kerja sama, dan saling menghargai di lingkungan sekolah. 2) Budaya sekolah positif yang berkembang di SD Negeri 1 Sodong ditunjukkan oleh meningkatnya kedisiplinan warga sekolah, terbangunnya hubungan kerja yang harmonis, tumbuhnya semangat kolaborasi, serta terciptanya lingkungan belajar yang kondusif dan mendukung proses pembelajaran. 3) Strategi komunikasi yang digunakan kepala sekolah meliputi komunikasi interpersonal, komunikasi kelompok, pemberian keteladanan, pembinaan rutin, serta penguatan nilai-nilai sekolah melalui berbagai kegiatan formal dan informal. Strategi tersebut terbukti mendukung terbentuknya budaya sekolah yang positif dan berkelanjutan.

Kata Kunci : *Komunikasi, Kepemimpinan, Kepala Sekolah, Budaya Sekolah Positif.*

ABSTRACT

Ai Hetti Asmalawati. 2026. "Principal Leadership Communication in Building a Positive School Culture (Case Study at SD Negeri 1 Sodong, Sodonghilir District, Tasikmalaya Regency)"

This research is motivated by the importance of the principal's leadership communication in building a positive school culture. Effective communication plays a role in fostering cooperation, discipline, responsibility, and mutual respect in the school environment. This study aims to determine the principal's leadership communication, the condition of the school culture as an impact of communication, and communication strategies in fostering a collaborative attitude at SD Negeri 1 Sodong, Sodonghilir District, Tasikmalaya Regency. The study used a descriptive method with a qualitative approach through observation, interviews, and documentation. The research informants consisted of the supervisor, the principal, and four teachers. The results of the study indicate that: 1) The principal's leadership communication in building a positive school culture is implemented through persuasive, participatory, and exemplary communication that is carried out continuously to all school members. This communication is the main means of instilling the values of discipline, responsibility, cooperation, and mutual respect in the school environment. 2) The positive school culture that has developed at SD Negeri 1 Sodong is demonstrated by the increasing discipline of the school community, the establishment of harmonious working relationships, the growth of a collaborative spirit, and the creation of a conducive learning environment that supports the learning process. 3) The communication strategies used by the principal include interpersonal communication, group communication, role modeling, regular coaching, and strengthening school values through various formal and informal activities. These strategies have been proven to support the development of a positive and sustainable school culture.

Keywords: *Communication, Leadership, Principal, Positive School Culture.*