

ABSTRAK

Kini Kosmasari. 2026. “Strategi Manajemen Kepala Sekolah Dalam Implementasi Pembelajaran Adaptif Untuk Meningkatkan Keterlibatan Siswa Di Era Digital (Studi Kasus di SDN Leuwibodas Kecamatan Cisayong Kabupaten Tasikmalaya)”.

Permasalahan dalam penelitian ini berkaitan dengan belum optimalnya implementasi pembelajaran adaptif di era digital yang ditandai dengan keterbatasan penggunaan media pembelajaran digital, variasi kompetensi guru, serta tingkat keterlibatan siswa yang belum merata dalam proses pembelajaran di SDN Leuwibodas Kecamatan Cisayong Kabupaten Tasikmalaya. Penelitian ini dilakukan untuk mengkaji : 1) Bagaimana proses strategi manajemen kepala sekolah dalam implementasi pembelajaran adaptif untuk meningkatkan keterlibatan siswa di era digital di SDN Leuwibodas Kecamatan Cisayong Kabupaten Tasikmalaya ?. 2) Bagaimana langkah-langkah strategi manajemen kepala sekolah dalam implementasi pembelajaran adaptif untuk meningkatkan keterlibatan siswa di era digital di SDN Leuwibodas Kecamatan Cisayong Kabupaten Tasikmalaya?. 3) Bagaimana evaluasi strategi manajemen kepala sekolah dalam implementasi pembelajaran adaptif untuk meningkatkan keterlibatan siswa di era digital di SDN Leuwibodas Kecamatan Cisayong Kabupaten Tasikmalaya ?. Metode penelitian yang digunakan adalah metode deskriptif dengan pendekatan kualitatif. Alat pengumpul data yang digunakan dalam penelitian ini meliputi observasi (pengamatan), interview (wawancara), dan dokumentasi. Teknik analisis data yang dilakukan secara interaktif melalui proses reduksi data (*data reduction*), penyajian data (*data display*), dan pengambilan keputusan (*verification*). Adapun informan dalam penelitian ini adalah 1 orang Pengawas, 1 orang Kepala Sekolah dan 4 orang Guru di SDN Leuwibodas sehingga jumlah informan sebanyak 6 orang. Hasil penelitian menunjukkan bahwa : 1) Proses strategi manajemen kepala sekolah dalam pembelajaran adaptif di SDN Leuwibodas dilaksanakan cukup baik melalui penyusunan program pembelajaran berbasis digital, analisis kebutuhan guru dan siswa terhadap teknologi pembelajaran, dan penentuan tujuan untuk meningkatkan keterlibatan siswa, 2) Langkah-langkah strategi manajemen kepala sekolah dilaksanakan melalui Pengarahan kepala sekolah kepada guru dalam penggunaan media digital, penerapan metode pembelajaran interaktif dan adaptif, serta pemanfaatan platform digital dalam proses pembelajaran, namun masih terkendala konsistensi, kompetensi, dan sarana prasarana. 3) Evaluasi strategi manajemen kepala sekolah dilakukan melalui monitoring pelaksanaan pembelajaran adaptif di kelas, evaluasi tingkat partisipasi dan keterlibatan siswa serta tindak lanjut terhadap hambatan dalam pembelajaran digital namun masih perlu penguatan pada konsistensi dan optimalisasi teknologi pembelajaran.

Kata Kunci : *Strategi Manajemen, Kepala Sekolah, Implementasi Pembelajaran Adaptif, Keterlibatan Siswa, Era Digital*

ABSTRACT

Kini Kosmasari. 2026. "Principal Management Strategies in Implementing Adaptive Learning to Increase Student Engagement in the Digital Era (Case Study at Leuwibodas Elementary School, Cisayong District, Tasikmalaya Regency)".

The problem in this study is related to the less than optimal implementation of adaptive learning in the digital era which is characterized by the limited use of digital learning media, variations in teacher competencies, and uneven levels of student involvement in the learning process at SDN Leuwibodas, Cisayong District, Tasikmalaya Regency. This study was conducted to examine: 1) How is the process of the principal's management strategy in implementing adaptive learning to increase student involvement in the digital era at SDN Leuwibodas, Cisayong District, Tasikmalaya Regency?. 2) What are the steps of the principal's management strategy in implementing adaptive learning to increase student involvement in the digital era at SDN Leuwibodas, Cisayong District, Tasikmalaya Regency?. 3) How is the evaluation of the principal's management strategy in implementing adaptive learning to increase student involvement in the digital era at SDN Leuwibodas, Cisayong District, Tasikmalaya Regency?. The research method used is a descriptive method with a qualitative approach. Data collection tools used in this study include observation, interviews, and documentation. The data analysis technique was carried out interactively through the process of data reduction, data display, and decision making (verification). The informants in this study were 1 Supervisor, 1 Principal and 4 Teachers at SDN Leuwibodas so that the number of informants was 6 people. The results of the study showed that: 1) The process of the principal's management strategy in adaptive learning at SDN Leuwibodas was implemented quite well through the preparation of digital-based learning programs, analysis of teacher and student needs for learning technology, and determination of goals to increase student engagement, 2) The steps of the principal's management strategy were implemented through the principal's direction to teachers in the use of digital media, the application of interactive and adaptive learning methods, and the use of digital platforms in the learning process, but were still constrained by consistency, competence, and infrastructure. 3) Evaluation of the principal's management strategy was carried out through monitoring the implementation of adaptive learning in the classroom, evaluating the level of student participation and involvement and following up on obstacles in digital learning but still needed strengthening in consistency and optimization of learning technology.

Keywords: Management Strategy, Principal, Adaptive Learning Implementation, Student Engagement, Digital Era