

ABSTRAK

STRATEGI MOTIVASI KEPALA SEKOLAH DALAM PENINGKATAN KINERJA PENDIDIK (Studi Kasus di SDN se-Gugus IV Kecamatan Sodonghilir Kabupaten Tasikmalaya)

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Penelitian ini dilatarbelakangi oleh pentingnya peningkatan kinerja pendidik dalam mendukung mutu pendidikan, yang salah satunya dipengaruhi oleh motivasi kerja dan peran kepemimpinan kepala sekolah. Kondisi empiris menunjukkan bahwa sebagian pendidik di SDN se-Gugus IV Kecamatan Sodonghilir masih berada pada kategori kinerja sedang sehingga diperlukan strategi motivasi kepala sekolah yang efektif. Penelitian ini bertujuan untuk menganalisis: (1) perencanaan strategi motivasi kepala sekolah; (2) pelaksanaan strategi motivasi kepala sekolah; (3) persepsi dan respons pendidik; serta (4) dampak strategi motivasi terhadap peningkatan kinerja pendidik. Penelitian menggunakan pendekatan kualitatif dengan metode studi kasus di SDN Burujul, SDN 2 Cipaingeun, dan SDN Tarunajaya Kecamatan Sodonghilir Kabupaten Tasikmalaya. Pengumpulan data dilakukan melalui wawancara, observasi, dan dokumentasi, sedangkan analisis data meliputi reduksi data, penyajian data, dan penarikan kesimpulan dengan uji keabsahan melalui triangulasi sumber dan teknik. Hasil penelitian menunjukkan bahwa strategi motivasi kepala sekolah dilakukan melalui identifikasi kebutuhan guru, evaluasi kinerja, pembinaan profesional, supervisi akademik, komunikasi interpersonal, pemberian penghargaan, serta penciptaan iklim kerja yang kondusif. Guru memberikan respons positif terhadap strategi tersebut karena merasa memperoleh dukungan, perhatian, dan apresiasi dalam menjalankan tugas profesional. Penerapan strategi motivasi berdampak pada peningkatan disiplin kerja, tanggung jawab, kualitas pembelajaran, kerja sama, serta komitmen pendidik. Berdasarkan hasil penelitian, dapat disimpulkan bahwa strategi motivasi kepala sekolah berkontribusi penting dalam meningkatkan kinerja pendidik melalui perencanaan yang sistematis, pelaksanaan yang berkelanjutan, serta lingkungan kerja yang mendukung motivasi dan profesionalisme guru.

Kata kunci: strategi motivasi, kepala sekolah, kinerja pendidik, motivasi kerja, kepemimpinan pendidikan.

ABSTRACT

STRATEGI MOTIVASI KEPALA SEKOLAH DALAM PENINGKATAN KINERJA PENDIDIK (Studi Kasus di SDN se-Gugus IV Kecamatan Sodonghilir Kabupaten Tasikmalaya)

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This study was motivated by the importance of improving teacher performance in supporting educational quality, which is influenced by work motivation and the leadership role of school principals. Empirical conditions indicate that some educators in public elementary schools within Cluster IV of Sodonghilir District were still categorized as having moderate performance; therefore, effective motivational strategies from school principals were needed to enhance teacher performance. This study aimed to analyze: (1) the planning of principals' motivational strategies; (2) the implementation of principals' motivational strategies; (3) teachers' perceptions and responses toward motivational strategies; and (4) the impact of motivational strategies on improving teacher performance. This study employed a qualitative approach using a case study method conducted at SDN Burujul, SDN 2 Cipaingun, and SDN Tarunajaya in Sodonghilir District, Tasikmalaya Regency. Data collection techniques included interviews, observations, and documentation, while data analysis involved data reduction, data presentation, and conclusion drawing. Data validity was ensured through source triangulation and technique triangulation. The findings revealed that principals' motivational strategies were implemented through identifying teachers' needs, performance evaluation, professional development, academic supervision, interpersonal communication, rewarding systems, and the creation of a conducive working environment. Teachers showed positive responses toward these strategies as they felt supported, appreciated, and recognized in carrying out their professional duties. The implementation of motivational strategies had an impact on improving work discipline, responsibility, learning quality, collaboration, and teachers' professional commitment. Based on the findings, it can be concluded that principals' motivational strategies play an important role in improving teacher performance through systematic planning, sustainable implementation, and the creation of a work environment that supports teacher motivation and professionalism.

Keywords: *motivational strategy, school principal, teacher performance, work motivation, educational leadership.*