

**EKSPLORASI STRATEGI PENGUATAN PENDIDIKAN KARAKTER
DAN BUDAYA SEKOLAH OLEH KEPALA SEKOLAH DASAR DI
KECAMATAN KINTAMANI KABUPATEN BANGLI**

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ABSTRAK

Penelitian ini bertujuan untuk mendeskripsikan strategi yang diterapkan kepala sekolah dalam memperkuat pendidikan karakter dan budaya sekolah dasar di Kecamatan Kintamani Kabupaten Bangli. Pendidikan karakter dan budaya sekolah berakar pada nilai-nilai moral, sosial, dan budaya dalam masyarakat serta menjadi pedoman perilaku seluruh warga sekolah. Penelitian ini menggunakan pendekatan kualitatif dengan rancangan penelitian studi kasus untuk menggali strategi kepala sekolah dalam memperkuat pendidikan karakter dan budaya sekolah. Data penelitian dikumpulkan melalui wawancara kepada sepuluh kepala sekolah dasar dan data dianalisis menggunakan teknik analisis tematik. Penelitian ini dilatarbelakangi oleh ditemukannya berbagai permasalahan perilaku peserta didik yang menunjukkan lemahnya penerapan nilai-nilai karakter dan budaya sekolah, sehingga diperlukan strategi kepala sekolah sebagai pemimpin dalam mengelola dan mengarahkan seluruh warga sekolah. Hasil penelitian ini menampilkan dua tema terkait strategi penguatan karakter siswa, yaitu: kepala sekolah sebagai role model, dan integrasi nilai karakter dalam kurikulum, dan tiga tema terkait strategi penguatan budaya sekolah, yaitu: pembiasaan sikap positif, penguatan ritual religius, dan kerja sama dengan masyarakat dan desa adat. Berdasarkan temuan ini, disarankan agar kepala sekolah selalu mengoptimalkan perannya sebagai pemimpin dan teladan dalam penguatan pendidikan karakter dan budaya sekolah melalui keteladanan, pembiasaan positif, integrasi nilai karakter dalam pembelajaran, serta pengembangan program berbasis kearifan lokal.

Kata kunci: pendidikan karakter, budaya sekolah, strategi kepala sekolah

***EXPLORATION OF STRATEGIES TO STRENGTHEN SCHOOL
CHARACTER AND CULTURE EDUCATION BY THE PRINCIPAL OF AN
ELEMENTARY SCHOOL IN KINTAMANI DISTRICT BANGLI REGENCY***

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ABSTRACT

This study aims to describe the strategies applied by school principals in strengthening character and culture education in elementary schools in Kintamani District, Bangli Regency. School character and culture education is rooted in moral, social, and cultural values in society and becomes a guideline for the behavior of all school residents. This study uses a qualitative approach with a case study research design to explore the principal's strategy in strengthening school character and culture education. The research data was collected through interviews with ten elementary school principals and the data were analyzed using thematic analysis techniques. This research is motivated by the discovery of various behavioral problems of students that show the weak application of school character values and culture, so that the principal's strategy as a leader is needed in managing and directing all school residents. The results of this research display two themes related to strategies to strengthen students' character, namely: school principals as role models, and the integration of character values in the curriculum, and three themes related to strategies to strengthen school culture, namely: habituation of positive attitudes, strengthening religious rituals, and cooperation with communities and traditional villages. Based on these findings, it is recommended that school principals always optimize their role as leaders and role models in strengthening character education and school culture through example, positive habituation, integration of character values in learning, and the development of programs based on local wisdom.

Keywords: *character education, school culture, principal's strategy*