

ABSTRAK

Marini Purba. Implementasi Komunikasi Kepala Sekolah Dalam Meningkatkan Kinerja Guru SD Swasta Nurul Hasanah Tembung Kecamatan Percut Sei Tuan. Tesis. Medan. Program Pascasarjana Universitas Negeri Medan. 2020.

Tujuan penelitian ini adalah untuk mendeskripsikan dan menjelaskan pelaksanaan komunikasi Manajerial kepala sekolah SD Swasta Nurul Hasanah Tembung Kecamatan Percut Sei Tuan dalam Meningkatkan Kinerja Guru. Subjek penelitian adalah kepala sekolah, guru, pegawai dan komite sekolah dasar Swasta Nurul Hasanah Tembung. Teknik pengumpulan data yang digunakan dalam penelitian ini adalah teknik observasi, wawancara mendalam dan dokumentasi terhadap subjek penelitian. Teknik analisis data yang digunakan adalah metode analisis data deskriptif. Teknik pemeriksaan keabsahan data adalah triangulasi. Dari hasil penelitian menunjukkan bahwa Kepala sekolah SD Swasta Nurul Hasanah senantiasa melakukan pendekatan dan menciptakan suasana yang harmonis diantara para guru; mencari tahu apa saja kendala yang dihadapi guru dalam mengajar; rutin mengadakan rapat secara berkala; rutin mengikutsertakan guru dalam berbagai kegiatan pelatihan, memberikan bentuk penghargaan (*reward*) ataupun teguran (*punishment*). Namun komunikasi Kepala SD Swasta Nurul Hasanah Tembung Kecamatan Percut Sei Tuan sebagai Manajerial masih tergolong kurang. Manajerial di SD Swasta Nurul Hasanah belum sepenuhnya efektif karena masih ada program-program yang belum berjalan hal ini dikarenakan adanya miskomunikasi antara kepala sekolah dengan guru dan staff. Sedangkan Kinerja Guru SD Swasta Nurul Hasanah Tembung Kecamatan Percut Sei Tuan terlihat sudah cukup baik. Hal ini terlihat bahwa hampir 70% dari seluruh guru di SD Swasta Nurul Hasanah telah bersertifikasi,

Kata Kunci: Kinerja Guru, Komunikasi Kepala Sekolah, Manajerial

ABSTRACT

Marini Purba. Implementation of School Principal Communication in Improving the Performance of Private Primary School Teachers Nurul Hasanah Tembung Percut Sei Tuan District. **Thesis.** Medan. **Postgraduate Program, State University of Medan. 2020.**

The purpose of this study is to describe and explain the implementation of the managerial communication of the principal of the Nurul Hasanah Tembung Private Primary School in Percut Sei Tuan Regency in improving teacher performance. The research subjects were the school principal, teachers, staff and committee of the private elementary school Nurul Hasanah Tembung. Data collection techniques used in this study are observation techniques, in-depth interviews and documentation of research subjects. The data analysis technique used is descriptive data analysis method. The data validity checking technique is triangulation. The results of the study show that the Principal of Private Primary School Nurul Hasanah always approaches and creates a harmonious atmosphere among the teachers; find out what are the obstacles faced by teachers in teaching; regularly hold meetings regularly; routinely involving teachers in various training activities, giving forms of rewards or punishments. But the communication of the Principal of Private Primary School Nurul Hasanah Tembung Percut Sei Tuan District as Managerial was still lacking. The managerial at Nurul Hasanah Private Elementary School has not been fully effective because there are still programs that have not been implemented this is due to a miscommunication between the principal and teachers and staff. Whereas the performance of the Nurul Hasanah Private Elementary School Teacher in Percut Sei Tuan Subdistrict looks good enough. This shows that almost 70% of all teachers in Nurul Hasanah Private Elementary School have been certified,

Keywords: Teacher Performance, Principal Communication, Managerial