

ABSTRAK

ANALISIS STRATEGI KOMUNIKASI KEPALA MADRASAH DALAM MENGEMBANGKAN BUDAYA RELIGIUS DAN MEMBENTUK AKHLAK SISWA DI MADRASAH ALIYAH SWASTA SIDRATUL 'ULYA DESA NAGATIMBUL KECAMATAN TANJUNG MORAWA DELI SERDANG

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Penelitian ini dilatarbelakangi oleh pentingnya peran Kepala Madrasah dalam mengembangkan budaya religius dan membentuk akhlak siswa, khususnya di Madrasah Aliyah Swasta Sidratul 'Ulya. Budaya religius yang kuat diyakini menjadi fondasi utama dalam membentuk karakter siswa yang beriman, berakhlak mulia, dan berkepribadian Islami. Namun, pelaksanaan program tersebut masih menghadapi berbagai hambatan, terutama dalam aspek komunikasi antara kepala madrasah, guru, orang tua, serta pemangku kepentingan lainnya. Oleh karena itu, penelitian ini bertujuan untuk menganalisis strategi komunikasi Kepala Madrasah dalam memajukan budaya religius sebagai sarana pembentukan akhlak siswa, yang mencakup aspek perencanaan, pelaksanaan, dan evaluasi strategi.

Penelitian ini menggunakan pendekatan kualitatif dengan desain studi kasus. Data dikumpulkan melalui wawancara mendalam, observasi partisipatif, dan studi dokumentasi terhadap kepala madrasah, guru, siswa, serta pihak terkait lainnya. Analisis data dilakukan secara tematik dengan tahapan reduksi, penyajian, dan penarikan kesimpulan, sementara validitas data diperkuat melalui teknik triangulasi sumber dan metode.

Hasil penelitian menunjukkan bahwa strategi komunikasi Kepala Madrasah yang efektif melibatkan penggunaan saluran komunikasi formal dan informal, pembiasaan nilai-nilai religius, keteladanan, serta kolaborasi dengan seluruh warga sekolah dan orang tua. Keberhasilan strategi tersebut tampak pada meningkatnya partisipasi siswa dalam kegiatan keagamaan, penguatan norma-norma Islami di lingkungan sekolah, serta terbentuknya perilaku yang mencerminkan akhlak mulia. Meski demikian, masih terdapat hambatan berupa pengaruh lingkungan luar dan keterbatasan koordinasi dengan orang tua yang perlu mendapat perhatian lebih lanjut.

Kesimpulannya, komunikasi yang terencana, pelaksanaan yang konsisten, dan kepemimpinan transformasional Kepala Madrasah berperan signifikan dalam memperkuat budaya religius dan membentuk akhlak siswa. Temuan penelitian ini memberikan kontribusi praktis bagi pengembangan strategi komunikasi di lingkungan madrasah serta memperkaya kajian teoritis dalam manajemen pendidikan Islam. Penelitian selanjutnya disarankan untuk mengeksplorasi model komunikasi berbasis teknologi dalam mendukung pembinaan karakter di lembaga pendidikan Islam.

Kata kunci : Strategi komunikasi, budaya religius, akhlak, kepemimpinan madrasah, pendidikan Islam.

ABSTRACT

ANALYSIS OF THE COMMUNICATION STRATEGIES OF THE MADRASAH PRINCIPAL IN DEVELOPING A RELIGIOUS CULTURE AND SHAPE STUDENTS' CHARACTER AT MADRASAH ALIYAH SWASTA SIDRATUL 'ULYA, NAGATIMBUL VILLAGE, TANJUNG MORAWA DISTRICT, DELI SERDANG

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This research is motivated by the importance of the Head of Madrasah's role in developing a religious culture and shaping students' moral character, particularly at Madrasah Aliyah Swasta Sidratul 'Ulya. A strong religious culture is believed to serve as the main foundation for shaping students who are faithful, virtuous, and have an Islamic personality. However, the implementation of this program still faces several obstacles, especially in terms of communication among the head of the madrasah, teachers, parents, and other stakeholders. Therefore, this study aims to analyze the communication strategies of the Head of Madrasah in promoting religious culture as a means of developing students' moral character, encompassing aspects of planning, implementation, and evaluation.

Study employed a qualitative approach with a case study design. Data were collected through in-depth interviews, participatory observations, and documentation studies involving the head of the madrasah, teachers, students, and other related parties. The data were analyzed thematically through the processes of reduction, presentation, and conclusion drawing, while data validity was ensured using source and method triangulation techniques.

The results of the study show that effective communication strategies of the Head of Madrasah involve both formal and informal communication channels, habituation of religious values, exemplary leadership, and collaboration with all school members and parents. The success of these strategies is reflected in the increasing participation of students in religious activities, the strengthening of Islamic norms within the school environment, and the formation of behavior that reflects noble morals. Nevertheless, challenges such as external environmental influences and limited coordination with parents remain issues that need further attention.

In conclusion, well-planned communication, consistent implementation, and transformational leadership of the Head of Madrasah play a significant role in strengthening religious culture and shaping students' moral character. The findings of this study provide practical contributions to the development of communication strategies in madrasah settings and theoretically enrich the study of Islamic educational management. Future research is recommended to explore technology-based communication models to support character development in Islamic educational institutions.

Keywords: Communication strategy, religious culture, morals, madrasah leadership, Islamic education.