

ABSTRACT

KARMILA WIBAWA PUTRI, Communication Science Study Program, Faculty of Social Politics and Computer Sciences, Djuanda University, 2022, The Effect of Principal's Leadership Communication on the Performance of Teachers of Kurnia Junior High School, Bogor City, Advisor I: Denny Hernawan, Drs., MA., Advisor II: Maria Fitriah, S.Sos., M.Si.

Leadership communication is a control function designed to convey messages from leaders that will affect individuals, groups, organizations, or communities. The principal as a leader must have communication skills, which are resources to overcome various disturbances, create and disseminate information, which is used to guide, instruct, or motivate so that it is possible to have an influence on the performance of his subordinates. The research entitled "The Effect of Principal's Leadership Communication on the Performance of Teachers of Kurnia Junior High School, Bogor City", has the aim of seeing how the effect of Principal's leadership communication on the performance of teachers of Kurnia Junior High School.

This study uses a survey method with a quantitative approach. The research population was 17 teachers of Kurnia Junior High School, Bogor City. The sample of the study was determined by the Non Probability Sampling technique, namely the Saturated Sampling (census), where the sampling method was that all members of the population were used as samples. Data collection techniques are divided into two types, namely primary data and secondary data

The results of this study are that there is an influence of leadership communication on the performance of teachers of Kurnia Junior High School, Bogor. The effect is shown through the results of simple linear regression coefficient values with a strong category. The teachers' responses to leadership communication of Kurnia Junior High School, Bogor City are in the very good category from the scores that had been recapitulated and the results from the performance aspect of the teachers of Kurnia Junior High School, Bogor City are in the very good category from the scores that had been recapitulated.

In conclusion, the principal's leadership communication affects the performance of the teachers. Each indicator in leadership communication reinforces each other so that it affects the performance of the teachers of Kurnia Junior High School, Bogor City

Keywords : Leadership Communication, Principal, Performance of Teachers

AFFIDAVIT

This is to certify that I have translated the foregoing from Indonesian to English that it is true and complete and that I am competent in both languages.

Jakarta, May 19, 2022



ABSTRAK

KARMILA WIBAWA PUTRI, Program Studi Sains Komunikasi, Fakultas Ilmu Sosial, Ilmu Politik dan Ilmu Komputer, Universitas Djuanda, 2022, Pengaruh Komunikasi Kepemimpinan Kepala Sekolah terhadap Kinerja Guru di Sekolah Menengah Pertama Kurnia Kota Bogor, Pembimbing I: Denny Hernawan, Drs., MA., Pembimbing II: Maria Fitriah, S.Sos., M.Si.

Komunikasi kepemimpinan merupakan fungsi kontrol yang dirancang untuk memberikan pesan dari pemimpin yang akan mempengaruhi individu, kelompok, organisasi, atau komunitas. Kepala Sekolah sebagai seorang pemimpin harus memiliki keterampilan komunikasi, yang merupakan sumber daya untuk mengatasi gangguan, menciptakan dan menyebarkan informasi, yang digunakan untuk membimbing, menginstruksikan, atau memotivasi sehingga dimungkinkan untuk memberikan pengaruh terhadap kinerja bawahannya. Penelitian dengan judul “Pengaruh Komunikasi Kepemimpinan Kepala Sekolah di Sekolah Menengah Pertama Kurnia Kota Bogor”, memiliki tujuan penelitian untuk melihat pengaruh komunikasi kepemimpinan kepala sekolah terhadap kinerja guru di SMP Kurnia Bogor.

Penelitian ini menggunakan metode survei dengan pendekatan kuantitatif. Populasi penelitian yaitu guru SMP Kurnia Kota Bogor berjumlah 17 orang. Sampel penelitian ditentukan dengan Teknik *Non Probability Sampling* yaitu dengan Sampling Jenuh (*sensus*), dimana metode penarikan sampel dengan semua anggota populasi dijadikan sebagai sampel. Teknik pengambilan data terbagi menjadi dua yakni data primer dan data sekunder.

Hasil penelitian ini yaitu terdapat pengaruh dari komunikasi kepemimpinan terhadap kinerja guru di SMP Kurnia Bogor. Pengaruh tersebut ditunjukkan melalui hasil nilai koefisien regresi linear sederhana dengan kategori kuat. Tanggapan guru pada komunikasi kepemimpinan di SMP Kurnia Kota Bogor, termasuk ke dalam kategori sangat baik dari nilai yang telah direkapitulasi dan hasil dari aspek kinerja guru di SMP Kurnia Kota Bogor, termasuk ke dalam kategori sangat baik dari nilai yang telah direkapitulasi.

Kesimpulan, Komunikasi kepemimpinan kepala sekolah kepada kinerja guru. Setiap indikator dalam komunikasi kepemimpinan saling menguatkan sehingga berpengaruh terhadap kinerja guru di SMP Kurnia Kota Bogor.

Kata Kunci : Komunikasi Kepemimpinan, Kepala Sekolah, Kinerja Guru