

ABSTRAK

Anugrah Lestari Darma Saputra: Implementasi Identitas Organisasi Dalam Membangun Citra Lembaga Melalui Program Tujuh Kebiasaan Anak Indonesia Hebat (Studi Deskriptif Pada SMP Negeri 1 Jakarta)

Persaingan antarlembaga pendidikan mendorong sekolah tidak hanya meningkatkan kualitas akademik, tetapi juga memperkuat karakter peserta didik dan citra lembaga. SMP Negeri 1 Jakarta mengimplementasikan Program Tujuh Kebiasaan Anak Indonesia Hebat sebagai bagian dari pembentukan karakter sekaligus identitas organisasi sekolah. Program ini menjadi sarana sekolah dalam menanamkan nilai positif melalui pembiasaan yang diterapkan dalam kehidupan sehari-hari.

Penelitian ini bertujuan untuk mengetahui implementasi identitas organisasi dalam membangun citra lembaga melalui Program Tujuh Kebiasaan Anak Indonesia Hebat di SMP Negeri 1 Jakarta berdasarkan tiga elemen Teori Identitas Organisasi Albert dan Whetten, yaitu karakter inti (*centrality*), keunikan (*distinctiveness*), dan keberlanjutan (*continuity*).

Penelitian ini menggunakan metode deskriptif dengan pendekatan kualitatif dan paradigma konstruktivistik. Data diperoleh melalui wawancara mendalam, observasi, dan dokumentasi. Analisis data dilakukan melalui tahapan reduksi data, penyajian data, dan penarikan kesimpulan untuk memperoleh pemahaman mengenai implementasi identitas organisasi dalam pelaksanaan program.

Hasil penelitian menunjukkan bahwa karakter inti diwujudkan melalui penanaman nilai religius, disiplin, gemar belajar, hidup sehat, bermasyarakat, dan tanggung jawab. Keunikan terlihat melalui pengembangan program sebagai budaya sekolah, pengelolaan kegiatan sesuai karakteristik sekolah, serta keterlibatan seluruh warga sekolah. Keberlanjutan diwujudkan melalui pelaksanaan program secara konsisten, pengawasan, evaluasi, dan pengembangan. Ketiga elemen tersebut saling berkaitan dalam memperkuat citra SMP Negeri 1 Jakarta sebagai lembaga pendidikan yang berkomitmen terhadap pembentukan karakter peserta didik

Kata Kunci: Identitas Organisasi, Citra Sekolah, Program Tujuh Kebiasaan Anak Indonesia Hebat

ABSTRACT

Anugrah Lestari Darma Saputra: *The Implementation of Organizational Identity in Building Institutional Image through the Seven Habits of Great Indonesian Program (A Descriptive Study at SMP Negeri 1 Jakarta)*

Competition among educational institutions encourages schools not only to improve academic quality but also to strengthen students' character and institutional image. SMP Negeri 1 Jakarta implements the Seven Habits of Great Indonesian Children Program as part of character development and the establishment of the school's organizational identity. The program serves as a means of instilling positive values through habits practiced in students' daily school life.

This study aims to examine the implementation of organizational identity in building institutional image through the Seven Habits of Great Indonesian Children Program at SMP Negeri 1 Jakarta based on three elements of Albert and Whetten's Organizational Identity Theory: centrality, distinctiveness, and continuity.

This study employs a descriptive qualitative method with a constructivist paradigm. Data were collected through in-depth interviews, observations, and documentation. Data were analyzed through data reduction, data display, and conclusion drawing to understand the implementation of organizational identity in the program.

The findings show that centrality is reflected in the cultivation of religious values, discipline, enthusiasm for learning, healthy living, social interaction, and responsibility. Distinctiveness is reflected in the development of the program as a school culture, the management of activities according to the school's characteristics, and the involvement of the entire school community. Continuity is demonstrated through consistent implementation, supervision, evaluation, and program development. These three elements are interconnected in strengthening the image of SMP Negeri 1 Jakarta as an educational institution committed to students' character development.

Keywords: *Organizational Identity, School Image, Seven Habits of Great Indonesian Children Program*