

ABSTRAK

Cinthyanova Agustina. Pengembangan Sekolah Dasar Central *International School* berdasarkan Preferensi Orangtua Murid.

(Pembimbing : Prof. Dr. Tumari Jatileksono MA, MSc)

Central *International School* adalah salah satu lembaga pendidikan yang melaksanakan kegiatan proses ajar mengajar yang memiliki standar *International* baik dari segi kurikulum, staff pengajar, dan sarana dan prasarana pendidikan. Dalam pengembangan sekolah tersebut banyak faktor diduga berpengaruh terhadap guru, sarana dan prasarana, dan ekstrakurikuler terhadap partisipasi orangtua murid.

Untuk meneliti hal tersebut digunakan metode analisis *conjoint*. Data primer diperoleh dari hasil pengisian kuesioner oleh orang tua murid yang terdiri dari 35 orang responden orang tua murid SD, yang merupakan kelompok pelanggan sekarang dan 31 orang responden orang tua murid TKK, yang merupakan kelompok pelanggan potensial.

Hasil analisis *conjoint*, baik untuk kelompok responden pelanggan sekarang maupun kelompok responden pelanggan potensial, menunjukkan bahwa tingkat kepentingan relatif atribut kegiatan ekstrakurikuler lebih disukai, daripada atribut guru dan fasilitas penunjang. Disini untuk atribut guru dan fasilitas penunjang memiliki kedudukan nilai rata-rata yang sama. Untuk *level* atribut kegiatan ekstrakurikuler, utilitas kegiatan ekstrakurikuler memasak/*cooking* lebih disukai daripada *robotic* lebih disukai daripada *handicraft*. Untuk *level* atribut guru dipelanggan sekarang, utilitas guru yang paling tinggi adalah 20% guru asing dan 80% guru lokal (WNI) lebih disukai daripada 40% guru asing dan 60% guru lokal lebih disukai daripada 30% guru asing dan 70% guru lokal (WNI), sedangkan untuk dipelanggan yang potensial *level* atribut untuk guru yang paling disukai adalah 20% guru asing dan 80% guru lokal (WNI) lebih disukai daripada 30% guru asing dan 70% guru lokal (WNI) lebih disukai daripada 40% guru asing dan 60% guru lokal (WN). Untuk *level* atribut fasilitas penunjang, utilitas kelengkapan sarana seni dan budaya/*art* lebih disukai daripada kelengkapan sarana Teknologi Informasi/*IT* lebih disukai daripada kelengkapan sarana olahraga/*sport*.

Berdasarkan hasil analisis *conjoint* maka dapat disimpulkan bahwa kombinasi pengembangan sekolah dasar Central *International School* berdasarkan preferensi orangtua murid yaitu kegiatan ekstrakurikuler memasak/*cooking*, komposisi guru 20% guru asing dan 80% guru lokal (WNI), serta kelengkapan sarana seni dan budaya/*art*.

Saran yang diberikan berdasarkan hasil penelitian tersebut, yaitu menambah ekstrakurikuler yang sudah ada dengan ekstrakurikuler memasak/*cooking* dan juga memberikan apresiasi terhadap guru lokal.

ABSTRACT

Cinthyanova Agustina. *The development of Central International Primary School Based on Parent's Preference.*

(Advisor: Prof. Dr. Tumari Jatileksono MA, MSc)

Central International School is one institution that conducts the process of teaching and has taught International standards both in terms of curriculum, teaching staff, and education facilities and infrastructure. In schools development many factors thought to influence such as the teachers, facilities, and extracurricular and all of them is participation of parents.

To investigate this method is use conjoint analysis. Primary data obtained from questionnaires with 35 respondent parents of primary school students, who are the current customers and 31 respondent parents of kindergarten students who are the potential customers.

The results of the conjoint analysis, for both groups of current customers and groups of potential customers, shows that the relative importance of attributes is preferred extracurricular activities, rather than teacher composition and supporting facilities. It shows here that the attributes of teacher composition and support facilities are averagely the same number and position. For the attribute level of extracurricular activities, extracurricular activities utilities of cooking is preferred than robotic preferable handicrafts. In the matter of teacher attribute for current customers, the preference of 20% foreign teachers and 80% are local teachers (WNI) is preferable than 40% of foreign teachers and 60% local teachers is preferable than 30% of foreign teachers and 70% local teachers (WNI), while for potential costumer attribute levels for teachers of 20% of foreign teachers and 80% local teachers (WNI) is preferred than 30% of foreign teachers and 70% local teachers (WNI) is preferable than 40% of foreign teachers and 60% local teachers (WNI). For the attribute level of support facilities, utility facilities of art and culture is preferred than facilities of Information Technology/IT is preferable than facilities of sports.

Based on the results of conjoint analysis it can be concluded that the combination of the development of Central International primary school based on parent's preference is cooking as the extracurricular activities, the composition of teachers 20% of foreign teachers and 80% local teachers (WNI) also supporting facilities of art and culture.

The advice given based on the results is increase the existing extracurricular with cooking extracurricular and also gives an appreciation of local teachers.