

ABSTRAK

Egi Regita, 2024. *Konstruksi Sosial Masyarakat Kelurahan Melayu Terhadap Citra Sekolah di Kompleks Perguruan Muhammadiyah Cabang Makassar.* Skripsi Program Studi Pendidikan Sosiologi Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Makassar. Pembimbing I Jamaluddin Arifin dan pembimbing II Hadisaputra.

Skripsi ini menggunakan penelitian kualitatif deskriptif dengan pendekatan fenomenologi yang bertujuan (1) Untuk mengetahui Konstruksi Sosial Masyarakat Kelurahan Melayu Terhadap Citra Sekolah di Kompleks Perguruan Muhammadiyah Cabang Makassar, (2) Untuk mengetahui Faktor-Faktor yang memengaruhi Konstruksi Sosial Masyarakat Kelurahan Melayu Terhadap Citra Sekolah di Kompleks Perguruan Muhammadiyah Cabang Makassar. Lokasi penelitian berada Perguruan Muhammadiyah cabang Makassar tepatnya di Kelurahan Melayu Kecamatan Wajo Kota Makassar Sulawesi Selatan. Pengumpulan data penelitian menggunakan tiga teknik yaitu, observasi, wawancara, dan dokumentasi. Sementara analisis data dalam penelitian ini menggunakan reduksi data, penyajian data, dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa masyarakat Kelurahan Melayu mengkonstruksi citra sekolah di Kompleks Perguruan Muhammadiyah cabang Makassar melalui proses konstruksi Sosial yang meliputi eksternalisasi, objektivasi, dan internalisasi. Meskipun demikian, masyarakat Kelurahan Melayu dalam mengkonstruksi citra sekolah di Kompleks Perguruan Muhammadiyah cabang Makassar dipengaruhi oleh faktor-faktor tertentu yakni faktor Internal Sekolah dan faktor Eksternal Sekolah.

Kata Kunci : Konstruksi Sosial, Citra Sekolah, Perguruan Muhammadiyah

ABSTRACT

Egi Regita, 2024. *Social Construction of the Melayu Village Community on the Image of Schools in the Muhammadiyah College Complex, Makassar Branch.* Thesis for the Sociology Education Study Program, Faculty of Teacher Training and Education, Muhammadiyah University of Makassar. Supervisor I Jamaluddin Arifin and supervisor II Hadisaputra.

This thesis uses qualitative descriptive research with a phenomenological approach which aims (1) to determine the social construction of the Melayu sub-district community towards the image of the school in the Makassar branch of the Muhammadiyah College Complex, (2) to determine the factors that influence the social construction of the Melayu sub-district community towards the image of the school in Makassar Branch Muhammadiyah College Complex. The research location is the Makassar branch of the Muhammadiyah University, precisely in Melayu Village, Wajo District, Makassar City, South Sulawesi. Research data collection uses three techniques, namely, observation, interviews, and documentation. Meanwhile, data analysis in this research uses data reduction, data presentation, and drawing conclusions.

The results of the research show that the Melayu Village community constructs the image of the school in the Makassar branch of the Muhammadiyah College Complex through a social construction process which includes externalization, objectivation and internalization. However, the Melayu Village community in constructing the image of the school in the Makassar branch of the Muhammadiyah College Complex is influenced by certain factors, namely School Internal factors and School External factors.

Keywords: Social Construction, School Image, Muhammadiyah College