

## ABSTRACT

Dasril. 2021. The Developing Creativity Based Literacy Management Model for Junior High Schools. Dissertation. Administration Program of Postgraduate Program of Universitas Negeri Padang. 2021.

This dissertation was written against the background that the implementation of literacy activities in Payakumbuh City schools has not been running effectively and efficiently. A number of technical and practical problems faced by school principals in managing creativity based literacy. For this reason, researchers have developed a creativity based literacy management model consisting of 7 steps, namely planning, programming, budgeting, organizing, motivation, monitoring and evaluation as a solution to existing problems. The resulting literacy management model can help school principals be creative in developing literacy programs as needed in schools so that students and teachers are motivated to develop creativity in writing scientific and non-scientific papers as well as being creative in utilizing information and technology. This research and development design uses the Borg and Gall model which consists of ten stages which are constructed into four steps, namely; preliminary studies, development, field testing and dissemination. The research subjects were the principal and teachers of the Payakumbuh junior high school. Data were collected through interviews, observations, questionnaires, and validation sheets. Quantitative data were processed using SPSS 20 and reduced qualitative data as suggested by Matthew and Huberman. The validity of the model obtained a mean of 4.53 with very valid interpretations. The practicality level of the product obtained an average of 4.13 with 83.09%, which means that the developed literacy management is practically used. The level of effectiveness of literacy management with an achievement of 85.19 which means it is effective. Furthermore, the difference between the *pre-test* and *post-test results* is 32.13 points, this means that there is an increase in the creativity ability of the principal in developing literacy programs in schools.

## ABSTRAK

Dasril. 2021. Pengembangan Model Manajemen Literasi Berbasis Kreativitas di SMPN Kota Payakumbuh. Disertasi. Program Studi Administrasi Pendidikan Program Doktor Administrasi Pendidikan Universitas Negeri Padang. 2021

Disertasi ini ditulis dengan latar belakang bahwa dalam pelaksanaan kegiatan literasi di sekolah Kota Payakumbuh belum berjalan secara efektif dan efisien. Sejumlah permasalahan teknis dan praktis yang dihadapi oleh kepala sekolah dalam mengelola literasi berbasis kreativitas. Untuk itu peneliti telah mengembangkan model manajemen literasi berbasis kreativitas yang terdiri dari 7 langkah yakni perencanaan, program, anggaran, pengorganisasian, motivasi, pengawasan dan evaluasi sebagai solusi dari masalah yang ada. Model manajemen literasi yang dihasilkan dapat membantu kepala sekolah berkegiatan dalam mengembangkan program literasi sesuai kebutuhan di sekolah sehingga peserta didik dan bapak ibu guru termotivasi untuk mengembangkan kreativitas dalam menulis karya ilmiah dan non ilmiah serta kreatif dalam memanfaatkan informasi dan teknologi. Desain penelitian dan pengembangan ini menggunakan model Borg and Gall yang terdiri dari sepuluh tahapan yang dikonstruksi menjadi empat langkah yakni; studi pendahuluan, pengembangan, uji lapangan dan diseminasi. Subjek penelitian adalah kepala sekolah, dan guru sekolah menengah pertama Kota Payakumbuh. Data dikumpulkan melalui wawancara, observasi, angket, dan lembar validasi. Data kuantitatif diolah menggunakan SPSS 20 serta mereduksi data kualitatif seperti yang disarankan oleh Mattew dan Huberman. Validitas model diperoleh rerata sebesar 4.53 dengan interpretasi sangat valid. Tingkat kepraktisan produk diperoleh rerata 4.13 dengan capaian 83.09% yang berarti manajemen literasi yang dikembangkan praktis digunakan. Tingkat efektivitas manajemen literasi dengan capaian 85.19 yang berarti efektif. Selanjutnya selisih dari hasil *pre-test* dan *post-test* diperoleh 32.13 point, hal ini berarti terjadi peningkatan kemampuan kreativitas kepala sekolah dalam mengembangkan program literasi di sekolah.