

ABSTRAK

**KORELASI ANTARA KECERDASAN SPIRITUAL DAN KEMAMPUAN
MEMBANGUN *PERSONAL BRANDING* SISWA-SISWI
SMA KOLESE LOYOLA SEMARANG**

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Penelitian ini bertujuan: (1) mengetahui tingkat kecerdasan spiritual siswa-siswi SMA Kolese Loyola Semarang, (2) mengetahui tingkat kemampuan membangun *personal branding* siswa-siswi SMA Kolese Loyola Semarang. (3) mengetahui korelasi antara kemampuan membangun *personal branding* dan kecerdasan spiritual siswa-siswi SMA Kolese Loyola Semarang.

Jenis penelitian ini adalah penelitian kuantitatif dengan pendekatan korelasi. Subjek penelitian ini adalah siswa-siswi SMA Kolese Loyola Semarang kelas XI dan XII sebanyak 100 siswa, dari total populasi 626 siswa. Teknik pengambilan sampel yang digunakan adalah *non probability sampling* dengan menggunakan *purposive sampling*. Teknik pengumpulan data yang digunakan adalah kuesioner dengan modifikasi skala *Likert* dan disusun berdasarkan aspek-aspek pada kedua variabel, yakni kecerdasan spiritual dan kemampuan membangun *personal branding*. Kuesioner diuji pada 100 sampel dan diperoleh 59 item kecerdasan spiritual dan 35 item kemampuan membangun *personal branding* yang valid dengan indeks reliabilitas *Alpha-Cronbach* sebesar 0,94 pada kecerdasan spiritual dan sebesar 0,87 pada kemampuan membangun *personal branding*. Teknik analisis data yang digunakan adalah analisis statistik deskriptif, uji linearitas, dan uji korelasi *Pearson*.

Hasil dari penelitian ini menunjukkan terdapat korelasi positif signifikan antara kecerdasan spiritual dan kemampuan membangun *personal branding* karena nilai koefisien korelasi yang dihasilkan hasil 0,793 pada signifikansi 0,01. Hasil kategorisasi tingkat kecerdasan spiritual dan capaian skor item instrumen kecerdasan spiritual tergolong tinggi. Hasil kategorisasi tingkat kemampuan membangun *personal branding* dan capaian skor item instrumen kemampuan membangun *personal branding* juga tergolong tinggi.

Kata kunci: kecerdasan spiritual, *personal branding*, siswa-siswi SMA Kolese Loyola

ABSTRACT

***CORRELATION BETWEEN SPIRITUAL INTELLIGENCE AND THE
ABILITY TO BUILD PERSONAL BRANDING OF STUDENTS
AT SMA KOLESE LOYOLA SEMARANG***

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This study aims to: (1) knowing the level of spiritual intelligence of SMA Kolese Loyola Semarang students. (2) knowing the level of ability to build personal branding of SMA Kolese Loyola Semarang students. (3) determine the correlation between the ability to build personal branding and spiritual intelligence of SMA Kolese Loyola Semarang students.

This type of research is quantitative research with a correlation approach. The subjects of this study were 100 students of SMA Kolese Loyola Semarang, grades XI and XII, out of a total population of 626 students. The sampling technique used is non probability sampling using purposive sampling. The data collection technique used was a questionnaire with a modified Likert scale and was compiled based on the aspects of the two variables, namely spiritual intelligence and the ability to build personal branding. The questionnaire was tested on 100 samples and obtained 59 items of spiritual intelligence and 35 items of valid personal branding ability with an Alpha-Cronbach reliability index of 0.94 in spiritual intelligence and 0.87 in the ability to build personal branding. The data analysis technique used is descriptive statistical analysis, linearity test, and Pearson correlation test.

The results of this study indicate that there is a significant positive correlation between spiritual intelligence and the ability to build personal branding because the correlation coefficient value produced is 0.793 at a significance of 0.01. The results of the categorization of the level of spiritual intelligence and the achievement of the scores of the spiritual intelligence instrument items are classified as high. The results of the categorization of the level of ability to build personal branding and the achievement score of the instrument item ability to build personal branding are also classified as high.

Keywords: *spiritual intelligence, personal branding, SMA Kolese Loyola students*