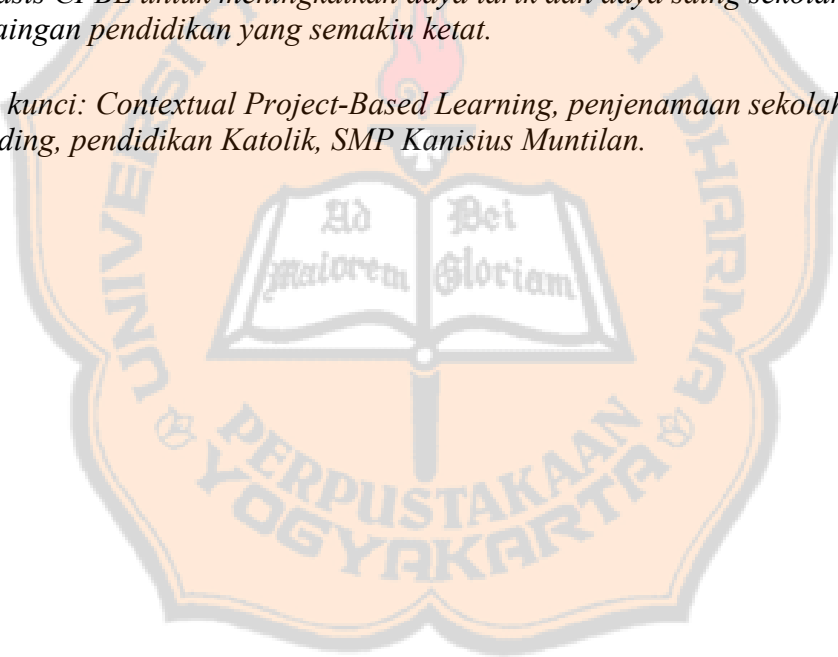


ABSTRAK

Tesis ini bertujuan untuk mengevaluasi perumusan dan implementasi Contextual Project-Based Learning (CPBL) Betlehem van Java di SMP Kanisius Muntilan serta dampaknya terhadap penjenamaan sekolah. Penelitian ini menggunakan metode kualitatif dengan pendekatan studi kasus deskriptif. Data dikumpulkan melalui wawancara, observasi, dan analisis dokumen, melibatkan siswa, guru, dan orang tua sebagai partisipan utama. Hasil penelitian menunjukkan bahwa penerapan CPBL Betlehem van Java secara signifikan memperkuat citra sekolah dengan mengintegrasikan standar mutu akademik, artistik, ekonomik, dan sosial. Siswa menunjukkan peningkatan dalam keterampilan berpikir kritis, kolaborasi, dan kreativitas, sementara guru dan orang tua memiliki persepsi positif terhadap metode ini. Penelitian ini merekomendasikan penguatan strategi branding berbasis CPBL untuk meningkatkan daya tarik dan daya saing sekolah di tengah persaingan pendidikan yang semakin ketat.

Kata kunci: Contextual Project-Based Learning, penjenamaan sekolah, strategi branding, pendidikan Katolik, SMP Kanisius Muntilan.



ABSTRACT

This thesis aims to evaluate the formulation and implementation of Contextual Project-Based Learning (CPBL) Betlehem van Java at SMP Kanisius Muntilan and its impact on school branding. This research employs a qualitative-method approach with a descriptive case study design. Data was collected through interviews, observations, and document analysis, involving students, teachers, and parents as key participants. The findings reveal that the implementation of CPBL Betlehem van Java significantly strengthens the school's image by integrating academic, artistic, economic, and social quality standards. Students demonstrated improvements in critical thinking, collaboration, and creativity, while teachers and parents held positive perceptions of this method. This study recommends enhancing branding strategies based on CPBL to increase the school's attractiveness and competitiveness amid the growing educational landscape.

Keywords: Contextual Project-Based Learning, school branding, branding strategy, Catholic education, SMP Kanisius Muntilan

