

## ABSTRAK

Pemilihan sekolah merupakan salah satu keputusan penting yang dilakukan oleh orang tua dan dipengaruhi oleh cara mereka memberikan atribusi terhadap berbagai informasi yang diterima mengenai suatu sekolah. MTs Pakis Cilongok sebagai sekolah berbasis agroforestri menawarkan konsep pendidikan yang memadukan pembelajaran lingkungan dengan pembentukan karakter sehingga menjadi daya tarik bagi orang tua. Penelitian ini bertujuan untuk menganalisis proses atribusi orang tua dalam keputusan memilih sekolah berbasis agroforestri di MTs Pakis Cilongok berdasarkan Teori Atribusi Fritz Heider. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan melibatkan lima informan yang terdiri atas empat informan utama, yaitu orang tua peserta didik, serta satu informan pendukung, yaitu Kepala MTs Pakis Cilongok. Teknik pengumpulan data dilakukan melalui wawancara mendalam, observasi, dan dokumentasi. Analisis data menggunakan model interaktif Miles dan Huberman yang meliputi reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa keputusan orang tua terbentuk melalui proses atribusi terhadap faktor internal dan faktor eksternal. Faktor internal meliputi harapan orang tua agar anak memiliki karakter religius, mandiri, disiplin, dan peduli lingkungan. Sementara itu, faktor eksternal meliputi konsep pembelajaran agroforestri, lingkungan sekolah, biaya pendidikan, lokasi sekolah, serta pengalaman positif yang diperoleh melalui pengamatan langsung maupun rekomendasi dari orang tua lain. Kombinasi atribusi internal dan eksternal tersebut membentuk keyakinan orang tua sehingga mendorong keputusan memilih MTs Pakis Cilongok sebagai sekolah bagi anak mereka.

Kata kunci: atribusi, keputusan orang tua, agroforestri, MTs Pakis Cilongok, Teori Atribusi.

## ABSTRACT

*School selection is one of the most important decisions made by parents and is influenced by how they attribute meaning to the information they receive about a school. MTs Pakis Cilongok, an agroforestry-based Islamic junior high school, offers an educational concept that integrates environmental learning with character development, making it an attractive choice for parents. This study aims to analyze parents' attribution process in deciding to choose an agroforestry-based school at MTs Pakis Cilongok based on Fritz Heider's Attribution Theory. This research employed a descriptive qualitative approach involving five informants consisting of four key informants, namely parents of students, and one supporting informant, the principal of MTs Pakis Cilongok. Data were collected through in-depth interviews, observation, and documentation. The data were analyzed using the Miles and Huberman interactive model, including data reduction, data display, and conclusion drawing. The findings reveal that parents' decisions were formed through the attribution process of both internal and external factors. Internal factors include parents' expectations for their children to become religious, independent, disciplined, and environmentally responsible individuals. External factors consist of the agroforestry learning concept, school environment, educational costs, school location, and positive experiences gained through direct observation and recommendations from other parents. The combination of internal and external attributions strengthens parents' confidence and ultimately influences their decision to choose MTs Pakis Cilongok as their children's school.*

*Keywords: attribution, parents' decision, agroforestry, MTs Pakis Cilongok, Attribution Theory.*