

RINGKASAN

Karakter santun merupakan salah satu pilar utama pendidikan karakter yang berperan dalam membentuk kepribadian siswa agar berperilaku sesuai norma sosial dan budaya. Perkembangan teknologi dan arus globalisasi memunculkan tantangan berupa degradasi moral di kalangan pelajar, sehingga diperlukan sinergi antara keluarga, sekolah, dan lingkungan sosial untuk menguatkan pembentukan karakter. Penelitian ini bertujuan menganalisis pengaruh pola asuh orang tua, penggunaan media sosial, dan kultur sekolah terhadap karakter santun siswa di MA Negeri 2 Banyumas. Penelitian menggunakan pendekatan kuantitatif dengan desain survei. Sampel penelitian berjumlah 236 siswa kelas X yang dipilih dengan teknik simple random sampling dari populasi 498 siswa. Instrumen penelitian berupa kuesioner skala Likert yang telah diuji validitas dan reliabilitasnya. Analisis data dilakukan dengan regresi linier berganda menggunakan bantuan SPSS.

Hasil penelitian menunjukkan bahwa pola asuh orang tua ($t_{hitung} = 1,997$; $sig = 0,047$), media sosial ($t_{hitung} = 3,333$; $sig = 0,001$), dan kultur sekolah ($t_{hitung} = 25,583$; $sig = 0,000$) berpengaruh positif terhadap karakter santun siswa. Secara simultan, ketiga variabel tersebut berpengaruh signifikan terhadap karakter santun siswa ($F_{hitung} = 473,786$; $sig = 0,000$) dengan kontribusi sebesar 86% ($R^2 = 0,860$). Kesimpulan penelitian menegaskan bahwa pembentukan karakter santun siswa dipengaruhi secara positif oleh pola asuh keluarga yang tepat, pemanfaatan media sosial yang bijak, dan kultur sekolah yang kondusif. Implikasi praktisnya, orang tua perlu menerapkan pola asuh demokratis, sekolah perlu menumbuhkan kultur positif melalui pembiasaan dan keteladanan, dan siswa diharapkan memanfaatkan media sosial untuk mendukung pengembangan karakter.

Kata kunci: *Karakter Sopan Santun, Pola Asuh Orang Tua, Media Sosial, Kultur Sekolah, Pendidikan Karakter.*

SUMMARY

Polite character is one of the main pillars of character education that shapes students' personalities to behave in accordance with social and cultural norms. The development of technology and the current of globalization pose challenges in the form of moral degradation among students, thereby requiring synergy between families, schools, and the social environment to strengthen character formation. This study aims to analyze the influence of parenting style, social media usage, and school culture on the polite character of students at MA Negeri 2 Banyumas. This research employed a quantitative approach with a survey design. The sample consisted of 236 tenth-grade students selected using a simple random sampling technique from a population of 498 students. The research instrument was a Likert-scale questionnaire that had been tested for validity and reliability. Data were analyzed using multiple linear regression with the assistance of SPSS.

The results showed that parenting style ($t_{count} = 1.997$; $sig = 0.047$), social media usage ($t_{count} = 3.333$; $sig = 0.001$), and school culture ($t_{count} = 25.583$; $sig = 0.000$) had a positive influence on students' polite character. Simultaneously, the three variables had a significant effect ($F_{count} = 473.786$; $sig = 0.000$) with a contribution of 86% ($R^2 = 0.860$). The study concludes that the formation of students' polite character is positively influenced by appropriate family parenting, wise use of social media, and a conducive school culture. The practical implications suggest that parents should apply democratic parenting, schools should foster positive culture through habituation and exemplary behavior, and students are expected to utilize social media positively to support character development.

Keywords: *Polite Character, Parenting Style, Social Media, School Culture, Character Education.*