## **ABSTRACT**

WINDA (A1A118052) The Role of the Principal in Improving the Quality of School Management at SMAN 03 Konawe Selatan. Under the guidance of Dr. Edy Karno, S.Pd., M.Pd. as advisor I and Dra. Murniati, M.Sc. As advisor II.

The purpose of this research is to describe the efforts made by the principal in improving the quality of school management at SMAN 3 Konawe Selatan. This research was conducted at SMA Negeri 3 Konawe Selatan, which is located at Jalan Lamangga No. 79, Punggaluku, Laeya District, South Konawe Regency, Southeast Sulawesi. When the research was carried out from July to August 2022. The informants in this study were school principals, vice principals of student affairs and students at SMA Negeri 3 Konawe Selatan. This type of research is a qualitative research with a phenomenological approach. Data collection techniques used are observation, interviews, and documentation. The data analysis technique used is the phenomenological method. The results of the study show that school heads are able to improve the quality of schools that were previously in the category of private schools, but have now changed to become state-level schools; Able to improve school accreditation where initially the school was still accredited "B" thanks to the efforts made now the school has received "A+" (very good) accreditation status; Being able to improve the facilities and infrastructure at the school which originally served as the school still had many shortcomings but with the efforts he made in collaboration with the education office and collaborating with the school committee and parents of students and the local government resulting in the addition of classrooms/RKB and construction of laboratory rooms including a computer laboratory; and Being able to increase the professionalism of teaching and educational staff by means of conducting training through deliberations with subject teachers and through deliberations on the work of school principals with the aim of producing satisfactory outputs as school leaders. So that the Principal of SMAN 3 Konawe Selatan has produced outputs that can have a positive impact on the school.

Keywords: The Role of the Principal, Increasing the Quality of School Management