

**PENGEMBANGAN KREATIVITAS
GURU BIMBINGAN DAN KONSELING DI JAWA BARAT
(Studi Eksploratif Terhadap Teori Implisit Kreativitas dan
Implementasi Model Pelatihan *Clear Ideas*)**

DISERTASI

Diajukan untuk memenuhi sebagian syarat memperoleh gelar
Doktor Ilmu Pendidikan dalam bidang Bimbingan dan Konseling



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FAKULTAS ILMU PENDIDIKAN
UNIVERSITAS PENDIDIKAN INDONESIA
2024**

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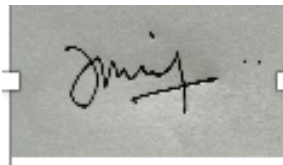
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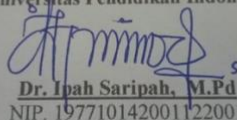
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Abstrak

Penelitian ini bertujuan untuk mengembangkan kreativitas guru Bimbingan dan Konseling di Jawa Barat melalui eksplorasi terhadap teori implisit kreativitas dan Implementasi Model Pelatihan Kreativitas *Clear Ideas*. Metode penelitian yang digunakan adalah metode kualitatif dengan strategi Studi Kasus. Partisipan penelitian ini terdiri dari 3 (tiga) orang guru bimbingan dan konseling SMP Negeri yang bertugas di Kabupaten Bandung Barat yang ditentukan secara *purposif*. Temuan penelitian ini menunjukkan adanya persepsi yang positif terhadap profil pribadi kreatif dan profil guru BK kreatif sebagai pribadi yang penuh semangat, pekerja keras, cerdas, mampu memiliki ide-ide brilian, memiliki prinsip *hayatullaah ibadatun*, bermanfaat bagi lingkungan, hangat dan kompeten serta siap keluar dari zona nyaman. Temuan pada pola pikir kreatif, partisipan menunjukkan cara berpikir yang positif terhadap potensi dirinya, menyikapi kegagalan, memanfaatkan peluang dan pandangan positif terhadap nilai kehidupan. Temuan pada motivasi kreatif, partisipan menunjukkan keinginan untuk belajar hal-hal baru (*learn new thing*), melakukan sesuatu yang baru (*do new thing*) dan dengan cara-cara yang baru (*accomplishment new thing*). Pada tahap implementasi pelatihan *Clear Ideas* menunjukkan adanya pengembangan aspek *Attitude* pada tahap *Ideas*, sedangkan pengembangan pada aspek *behavior* ditunjukkan pada tahap *Clear* yaitu keberhasilan implementasi ide kreatif berupa inovasi layanan bimbingan dan konseling khususnya pada sesi *align for delivery*. Pengembangan pada aspek produk ditunjukkan dengan diluncurkannya produk kreatif guru bimbingan dan konseling melalui media sosial Instagram dengan nama “Ruang Kreativitas Guru Bimbingan dan Konseling” sebagai upaya difusi inovasi kepada peserta didik sebagai pengguna sekaligus untuk mendapatkan *feed back* berupa pengikut (*follower*), Suka (*like*) dan komentar (*comment*) sebagai parameter keberterimaan produk kreatif. Rekomendasi ditujukan kepada Musyawarah Guru Bimbingan dan Konseling agar dapat mempertimbangkan eksplorasi terhadap teori Implisit Kreativitas dan Model Pelatihan *Clear Ideas* sebagai salah satu alternatif strategi bagi pengembangan kreativitas guru bimbingan dan konseling.

Kata Kunci: kreativitas, guru bimbingan dan konseling, teori implisit kreativitas, model pelatihan *clear ideas*

Abstract

This research aims to enhance the creativity of school counselors in West Java through an exploration of implicit creativity theory and the implementation of the Clear Ideas Creativity Training Model. Participants in this research consisted of three school counselors from Public Junior High Schools in West Bandung Regency, recruited purposively. The findings revealed a positive perception of both personal and counselor profiles as enthusiastic, hardworking, intelligent, capable of generating brilliant ideas, adhering to hayatullaah ibadatun principles, contributing to the environment, warm, competent, and ready to step out of their comfort zones. Regarding the creative mindset, participants exhibited a positive approach to their potential, coping with failures, seizing opportunities, and maintaining a positive outlook on life values. In terms of creative motivation, participants expressed a desire to learn new things, engage in new activities, and accomplish tasks in new ways. During the implementation of the Clear Ideas Training, there is evident development in the Attitude aspect at the Ideas stage, while development in the Behavior aspect is demonstrated at the Clear stage, specifically in the successful implementation of creative ideas through innovative guidance and counseling services, especially in the align for delivery session. Product development is manifested through the launch of creative products by school counselors on the Instagram platform under the name "Ruang Kreativitas Guru Bimbingan dan Konseling" (School Counselor's Creative Space), serving as an innovation diffusion effort to students, garnering feedback in the form of followers, likes, and comments as parameters for the acceptance of creative products. Recommendations are directed towards the School Counselor Forum, urging them to consider exploring Implicit Creativity Theory and the Clear Ideas Training Model as alternative strategies for the development of creativity among school counselors.

Keywords: creativity, school counselors, implicit creativity theory, clear ideas training model

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