

ABSTRAK

Raisha Kania Hidayat: Pengorganisasian Masjid Dalam Meningkatkan Efektivitas Program Dakwah (Studi Deskriptif di Masjid Agung Trans studio Bandung)

Fenomena transformasi tata kelola kemasjidan kontemporer dari pola tradisional menuju manajemen yang profesional dan adaptif terhadap dinamika masa sekarang. Masjid Agung Trans Studio Bandung memiliki karakteristik jamaah yang heterogen dan bersifat sementara karena berlokasi di kawasan bisnis dan wisata, sehingga menuntut pengorganisasian yang adaptif agar program dakwah berjalan efektif.

Kerangka teoretis penelitian ini mengintegrasikan Teori Pengorganisasian Malayu S.P. Hasibuan terfokus pada struktur kerja, delegasi wewenang, dan koordinasi dengan konsep efektivitas organisasi publik dari Wahyudi Kumorotomo (realisasi program, ketepatan waktu, dan kesesuaian rencana). Sintesis kedua teori ini berfungsi sebagai pisau analisis untuk mengevaluasi kontribusi pengorganisasian vertikal dan horizontal terhadap keberhasilan program keagamaan.

Penelitian ini menggunakan metode deskriptif dengan pendekatan kualitatif. Data primer diperoleh melalui wawancara dengan Ketua DKM dan tim Humas, didukung data sekunder berupa jurnal, buku, dan dokumentasi. Pengumpulan data dilakukan melalui observasi, wawancara, dan dokumentasi, sedangkan analisis data menggunakan model interaktif Miles dan Huberman yang meliputi reduksi data, penyajian data, penafsiran data, dan penarikan kesimpulan.

Penelitian menemukan bahwa DKM Masjid Agung Trans Studio Bandung mengimplementasikan pengorganisasian hierarkis-formal yang dilegitimasi oleh perusahaan dan MUI. Melalui pembagian kerja berbasis kompetensi, delegasi wewenang berjenjang lintas penuh rasa tanggung jawab, serta koordinasi intensif. Dengan berjalannya program tersebut memastikan seluruh program dakwah dan filantropi dapat diselaraskan dengan regulasi kawasan bisnis tanpa kendala birokrasi.

Hasil penelitian menunjukkan bahwa pengorganisasian masjid di Dewan Kemakmuran Masjid (DKM) Agung Trans Studio Bandung telah berjalan secara optimal melalui pembagian kerja yang terstruktur secara formal, pendelegasian wewenang yang adaptif, serta koordinasi harian yang solid antarbidang pengurus. Kejelasan fungsi struktural dan sinergi operasional ini berkontribusi langsung pada efektivitas program dakwah. Hal ini dibuktikan dengan tingginya realisasi program kerja, ketepatan waktu pelaksanaan aktivitas ibadah di tengah kawasan komersial modern, serta kesesuaian target dengan perencanaan awal yang mampu merespons kebutuhan jamaah. Dengan demikian, penataan tata kelola dan pengorganisasian internal yang sistematis menjadi kunci utama dalam memastikan kelancaran dan keberhasilan pencapaian tujuan dakwah secara berkelanjutan.

Kata Kunci: Pengorganisaian, Efektivitas Program Dakwah, Manajemen Masjid.

ABSTRACT

Raisha Kania Hidayat : Organizing the Mosque Within Increase Effectiveness of Da'wah Program (Study Descriptive of the Grand Mosque Trans Studio Bandung)

Phenomenon transformation order manage mosque contemporary from pattern traditional going to professional management And adaptive to dynamics time Now. Trans Studio Bandung Grand Mosque has characteristics heterogeneous congregation And nature temporary Because located in the area business And tourism, so that demand adaptive organization so that the da'wah program walk effective.

Framework theoretical study This integrate Theory Organizing Malay SP Hasibuan focused on structure work, delegation authority, and coordination with draft effectiveness organization public from Wahyudi Kumorotomo (program realization, accuracy time, and suitability plan). Synthesis second theory This functioning as knife analysis For evaluate contribution organizing vertical and horizontal to the success of religious programs.

Study This use method descriptive with approach qualitative. Primary data was obtained through interview with Chairman of DKM and team Public Relations, supported by secondary data in the form of journals, books, and documentation. Data collection is carried out through observation, interviews, and documentation, whereas data analysis using Miles' interactive model and Huberman which includes data reduction, data presentation, data interpretation, and withdrawal conclusion.

Study find that the DKM of the Trans Studio Bandung Grand Mosque implements organizing legitimized formal hierarchical by company and MUI. Through distribution Work based competence, delegation authority tiered cross full of responsibility answer, and coordination intensive. Listen the program is running ensure all da'wah programs and philanthropy can aligned with regulations area business without constraint bureaucracy.

Results study show that organizing mosques in the Council The prosperity of the Grand Mosque (DKM) Trans Studio Bandung has walk optimally through distribution structured work formally, delegation adaptive authority, as well as coordination solid daily interdisciplinary administrators. Clarity function structural and synergy operational This contribute direct on effectiveness of the da'wah program. This proven with height realization of work programs, accuracy time implementation activity worship in the middle area modern commercial, as well as target conformity with planning capable start respond need congregation. With Thus, the arrangement order manage and systematic internal organization become key main in ensure smoothness and success achievement objective preaching in a way sustainable.

Keywords : Organization, Effectiveness of Da'wah Program, Mosque Management.