

## ABSTRAK

**Mahesa Surya Juliansyah:** Pengelolaan Identitas Masjid Agung Trans Studio Bandung dalam Upaya Terwujudnya Pusat Kegiatan Keislaman di Tengah Kawasan Taman Hiburan. (Studi Deskriptif Pada Kegiatan Humas DKM Masjid Agung Trans Studio Bandung).

Masjid Agung Trans Studio Bandung merupakan Masjid yang memiliki sebuah identitas atau ciri khas masjid yang megah dan mewah dimana berlokasi di tengah kawasan taman hiburan di kota Bandung. Masjid yang selalu ramai akan pengunjung masyarakat Muslim ini tidak terlepas dari peran Humas. Humas Masjid Agung Trans Studio Bandung berjalan dengan efektif karena dapat mengundang orang banyak yang tak hanya datang ke tempat hiburan saja, tetapi orang sengaja khusus datang ke Masjid Agung Trans Studio Bandung saja. Kegiatan kajian yang setiap hari dilakukan tak luput dari peran humas sehingga membangun identitas Masjid Tsm merupakan salah satu tujuan wisata religi di Bandung yang berada di tengah kawasan taman hiburan Mall.

Penelitian ini bertujuan untuk mengetahui langkah- langkah pencarian data atau fakta, perencanaan program, pelaksanaan program, evaluasi program yang dilakukan oleh Humas DKM Masjid Agung Trans Studio Mall Bandung dalam upaya terwujudnya pusat kegiatan keislaman di tengah kawasan taman hiburan. Konsep yang digunakan dalam penelitian ini yaitu *four step of public relations* yang didalamnya membahas mengenai empat langkah kerja yang dilakukan oleh humas. Pendekatan penelitian yang digunakan pada penelitian ini yakni Pendekatan Kualitatif dengan menggunakan metode Studi Deskriptif Kualitatif dan paradigma Konstruktivisme.

Hasil penelitian bahwa pengelolaan Identitas yang dilakukan oleh Humas Masjid Agung Trans Studio menggunakan empat tahap pengelolaan yaitu; (1) Tahapan pencarian data (*Fact Finding*) dilakukan dengan cara menganalisis situasi. (2) Tahap Perencanaan (*Planning*) dilakukan dengan cara perencanaan taktis, perencanaan yang dilakukan secara flexible. (3) Pengambilan tindakan dan komunikasi (*Action and Communicating*) dilakukan dengan pembagian dan pemilihan konten sesuai media yang digunakan, dan kordinasi kegiatan kajian dengan komunitas atau Majelis Ta'lim. (4) Tahapan evaluasi dilakukan dengan Indikator penilaian. Hasil penelitian dapat disimpulkan bahwa Humas Masjid Agung Trans Studio Bandung telah berhasil melakukan pengelolaan Identitas Masjid Agung Trans Studio Bandung dalam upaya terwujudnya pusat kegiatan keislaman di tengah kawasan taman hiburan.

**Kata Kunci:** Pengelolaan, Humas, Identitas

## ABSTRACT

***Mahesa Surya Juliansyah: Managing the Identity of the Great Mosque of Trans Studio Bandung in an Effort to Realize a Center for Islamic Activities in the Middle of an Amusement Park Area. (Descriptive Study on Public Relations Activities of DKM Grand Mosque Trans Studio Bandung).***

*Trans Studio Bandung Grand Mosque is a mosque that has an identity or characteristic of a magnificent and luxurious mosque which is located in the middle of an amusement park area in the city of Bandung. The mosque, which is always crowded with Muslim visitors, cannot be separated from the role of PR. PR of the Trans Studio Bandung Great Mosque runs effectively because it can invite many people who not only come to entertainment venues, but people deliberately come to Trans Studio Bandung Grand Mosque only. The study activities that are carried out every day cannot be separated from the role of public relations so that building the identity of the Tsm Mosque is one of the religious tourism destinations in Bandung which is in the middle of the Mall amusement park area.*

*This study aims to determine the steps of finding data or facts, program planning, program implementation, program evaluation carried out by the Public Relations of DKM Masjid Agung Trans Studio Mall Bandung in an effort to create a center for Islamic activities in the middle of an amusement park area. The concept used in this research is the four steps of public relations which discusses the four steps of work carried out by public relations. The research approach used in this research is a qualitative approach using the qualitative descriptive study method and the constructivism paradigm.*

*The results showed that the management of identity carried out by the Public Relations of the Great Mosque of Trans Studio used four stages of management, namely; (1) The stages of data finding (Fact Finding) are carried out by analyzing the situation. (2) Planning stage (Planning) is done by means of tactical planning, planning which is done flexibly. (3) Taking action and communication (Action and Communicating) is carried out by sharing and selecting content according to the media used, and coordinating study activities with the community or the Ta'lim Council. (4) The evaluation stage is carried out by means of assessment indicators. The results of the study can be concluded that the Public Relations of the Great Mosque of Trans Studio Bandung has succeeded in managing the identity of the Great Mosque of Trans Studio Bandung in an effort to create a center for Islamic activities in the middle of an amusement park area.*

**Keywords:** *Management, Public Relations, Identity*