



Optimization of Strategic Communication of the Center for Islamic History Studies of Lampung in the Development of the Islamic Civilization History Study Program UIN Raden Intan Lampung

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Received: 23 November 2024. Accepted: 26 December 2024. Published: 28 December 2024

ABSTRACT

In the context of the development of the Islamic Civilization History Study Program, several challenges need to be overcome. One is the need to optimize strategic communication of the Lampung Center for Islamic History Studies as an integral part of the study program development efforts. Although the Lampung Center for Islamic History Studies has potential and resources, governance, transparency, and communication effectiveness challenges can affect the progress and quality of the study program. This study uses a qualitative research method consisting of a series of approaches to explore the Lampung Center for Islamic History Studies communication strategy in developing the Islamic Civilization History Study Program at UIN Raden Intan Lampung, namely Participatory Interviews and Observations. Strategic communication optimization is the key to successfully developing the Islamic Civilization History Study Program at UIN Raden Intan Lampung. Through a planned and effective communication approach, the Lampung Center for Islamic History Studies can achieve the goal of developing a better and sustainable study program. Improving the quality of research and publications is one of the positive impacts of optimized strategic communication. By developing a good communication strategy, the resulting research becomes more quality and relevant, and the results can be widely published, improving academic reputation and attracting the interest of students and other researchers.

Keywords: Optimization; Strategic Communication; Center for Islamic History Studies.

ABSTRAK

Dalam konteks pengembangan Program Studi Sejarah Peradaban Islam, terdapat beberapa tantangan yang perlu diatasi. Salah satunya adalah kebutuhan untuk mengoptimalkan komunikasi strategis Pusat Studi Sejarah Islam Lampung sebagai bagian integral dari upaya pengembangan program studi. Meskipun Pusat Studi Sejarah Islam Lampung memiliki potensi dan sumber daya, namun tantangan dalam hal tata kelola, transparansi, dan efektivitas komunikasi dapat mempengaruhi kemajuan dan kualitas program studi. Penelitian ini menggunakan metode penelitian kualitatif yang terdiri dari serangkaian pendekatan untuk mendalami strategi komunikasi Pusat Studi Sejarah Islam Lampung dalam pengembangan Program Studi Sejarah Peradaban Islam di UIN Raden Intan Lampung yaitu Wawancara dan Observasi partisipatif. Optimasi komunikasi strategis merupakan kunci keberhasilan dalam mengembangkan Program Studi Sejarah Peradaban Islam di UIN Raden Intan Lampung. Melalui pendekatan komunikasi yang terencana dan efektif, Pusat Studi Sejarah Islam Lampung dapat mencapai tujuan pengembangan program studi dengan lebih baik dan berkelanjutan. Peningkatan kualitas penelitian dan publikasi menjadi salah satu dampak positif dari komunikasi strategis yang dioptimalkan. Dengan mengembangkan strategi komunikasi yang baik, penelitian yang dihasilkan menjadi lebih berkualitas dan relevan, serta hasilnya dapat dipublikasikan secara luas, meningkatkan reputasi akademis dan menarik minat mahasiswa dan peneliti lainnya.

INTRODUCTION

The term "organizational communication" in communication science refers to the process of exchanging or delivering messages that occur in an organization. An organization can only run well if its parts communicate well about what they should do, what they are doing, and what they are aiming for. Any organization will try its best to develop its organization to achieve its goals. Improving communication is one of the best ways to achieve organizational goals.¹ Organizational goals cannot be achieved without management and communication. Management only exists when there are goals to be achieved and completed. The focus of communication science research on individuals involved in achieving organizational goals determines the correlation between this field and the organizational field.²

As a planned process for effectively creating, delivering, and managing information, organizational communication is an important foundation for building transparent governance, improving collaboration, and optimizing the use of resources. Challenges such as low transparency, limited infrastructure, and socio-cultural complexity in Lampung require a sensitive, inclusive, and strategic communication approach. Through effective communication, each member of the organization can understand their roles and responsibilities, thus creating synergy between lecturers, students, and external partners. In addition, structured organizational communication also plays a role in building academic attractiveness and strengthening the reputation of the study program, both through scientific publications, social media, and collaboration with strategic partners. Thus, organizational communication is not only a tool to overcome obstacles, but also a key strategy to create innovation, increase productivity, and ensure the sustainability of study program development in local and national challenges.

As a higher education institution, Islamic Religious Universities (PTKI) have a strategic role in developing the quality of education and forming competent and qualified graduates.³ One of the important elements in the development of PTKI is the Study Program. One of the Study Programs based on the Science of the Sea at the State Islamic University of Raden Intan Lampung is the Islamic Civilization History Study Program. This study program is the main pillar in understanding Islamic history, culture, and civilization, as well as contributing to improving people's understanding of Islamic values.⁴

In the context of the development of the Islamic Civilization History Study Program, several challenges need to be overcome. One is the need to optimize strategic

¹ Dita Puspitasari And Bayu Putra Danaya, "Pentingnya Peranan Komunikasi Dalam Organisasi: Lisan, Non Verbal, Dan Tertulis (Literature Review Manajemen)," *Jurnal Ekonomi Manajemen Sistem Informasi* 3, No. 3 (January 21, 2022): 257-68, <https://doi.org/10.31933/Jemsi.V3i3.817>.

² Desi Damayani Pohan And Ulfi Sayyidatul Fitria, "Jenis Jenis Komunikasi," *Journal Educational Research And Social Studies* 2, No. 3 (2021): 29-37. <http://pusdikra-publishing.com/index.php/jrss>

³ S Idris, *Transformasi Kurikulum Perguruan Tinggi Keagamaan Islam Berbasis KKNl Dalam Pengembangan Mutu Pendidikan* (repository.ar-raniry.ac.id, 2023), <https://repository.ar-raniry.ac.id/id/eprint/31350/>.

⁴ M. Ilham and I. Ishakaziz, "Aspek Interaksi Akademik Dalam Perkuliahan Daring Google Classroom Di Program Studi Sejarah Dan Peradaban Islam Fakultas Adab Dan Humaniora UIN Imam Bonjol Padang," *Khazanah: Jurnal Sejarah Dan Kebudayaan Islam*, 2019, 41-50.

communication of the Lampung Center for Islamic History Studies as an integral part of the study program development efforts. Although the Lampung Center for Islamic History Studies has potential and resources, governance, transparency, and communication effectiveness challenges can affect the progress and quality of the study program.

In addition, this basic research was also initiated in response to the study program accreditation policy. Increasing scores in the implementation of study program accreditation is important to ensure the sustainability and competitiveness of study programs at the national level. Thus, this research is directed to make a real contribution to overcoming these challenges and creating an environment that supports the success of the Islamic Civilization History Study Program at UIN Raden Intan Lampung.

This research aims to provide strategic solutions and findings to the problems faced. The results will be used as a basis to make policies that support institutional governance and study programs that are more professional, transparent, and accountable. Therefore, further research on this subject will help the development of the Islamic Civilization History Study Program at UIN Raden Intan Lampung.

This background condition indicates that there is an urgent need to improve the quality of management of the Islamic Civilization History Study Program at UIN Raden Intan Lampung. The Lampung Center for Islamic History Studies, as an entity that supports the development of study programs, needs to be optimized through a more effective and directed communication strategy. Some crucial factors that need to be considered include the governance of Study Programs. Expansion and improvement of study program governance are the keys to increasing the efficiency and effectiveness of management. Updates are needed in the administrative process, curriculum evaluation, and lecturer involvement in decision-making.⁵

Transparency Transparent communication between the Lampung Center for Islamic History Studies, lecturers, students, and other related parties will help create a common understanding and reduce the potential for ambiguity. Activities cannot run smoothly without communication, so it is very important. Therefore, communication is important in an organization, both from superiors to subordinates and from superiors to subordinates.⁶ Thus, an organizational communication strategy is also necessary. This strategy consists of communication planning, which includes communication to convey the message, including the form of the message and the media used to convey the message so that the purpose of communication can be achieved and understood.⁷

To survive, an organization will need strong communication.⁸ Communication is the main force in shaping an organization, and it is communication that keeps the cooperation system in an organization dynamic and connects organizational goals with member

⁵ S. Hadi, "Kolaborasi Pentahelix Pemangku Kepentingan Dalam Tata Kelola Program Studi Sarjana Pendidikan Seni Di Universitas Lampung Mangkurat," *Prosiding Seminar Nasional Pascasarjana*, 2023, <https://proceeding.unnes.ac.id/snpsasca/article/view/2222>.

⁶ M. Khoirunnisa, *Pengaruh Etika Komunikasi Dosen Pamong Terhadap Kinerja Mahasiswa Ppl Jurusan Kpi Fakultas Ushuluddin Adab Dan Dakwah Iain*, (repository.syekh Nurjati.ac.id, 2022), <http://repository.syekh Nurjati.ac.id/8433/>.

⁷ Ispawati Asri, "Strategi Komunikasi Organisasi Dalam Membangun Semangat Kerja Pegawai Pusdiklat Tenaga Administrasi Kementerian Agama Ri," *Ikon Jurnal Ilmu Komunikasi* Xxvii, No. 3 (2022): 267-85.

⁸ Sidik Purnomo, "Peranan Penting Komunikasi Organisasi Dalam Membangun Organisasi," *Media Dan Komunikasi Indonesia* 1, No. 1 (2022), <https://doi.org/10.62022/Arkana.V1i01.2746>.

participation.⁹ Effective communication allows people to understand each other, encourages others to do things, and encourages people to think in new ways. This will increase the productivity of the organization and the individuals concerned because they can anticipate problems, make decisions, coordinate workflows, and develop relationships.¹⁰

Involvement of Lecturers and Students Activities The involvement of both in the learning process and the development of the study program is important. A mechanism is needed that encourages active participation in curriculum development, research, and other programs. **Innovation Implementation** In the context of teaching and research, innovation implementation needs to be the focus. The use of technology, the latest learning methods, and relevant research projects can increase the attractiveness of the study program. **Improving the Quality of Lecturers:** Lecturer development programs need to be improved to ensure that lecturers have abilities and expertise that follow the needs of learning and research on the history of Islamic civilization.

The Lampung Center for Islamic History Studies needs to be empowered as a center of excellence for research and development in the field of Islamic civilization history. This can be achieved through adequate financial support, human resources, and infrastructure. By detailing these challenges and factors, this study hopes to provide an in-depth perspective and relevant solutions for the development of the Islamic Civilization History Study Program at UIN Raden Intan Lampung. The study of Islam, which can simply be defined as an attempt to study the religion of Islam, involves not only individuals who are Muslims but also individuals who are not Muslims.¹¹ Islamic history includes all past events related to the Islamic religion. The history discussed on the surface is the history related to the subject of the research.¹² One of the definitions of the historical approach of Islamic studies is the point from which the subject of research will be scientifically researched based on history. The history that is brought to the surface in this approach is the history related to the subject of the research.¹³ Thus, the results of the research can have a significant positive impact on the quality and competitiveness of the study program.

RESEARCH METHODS

This study uses qualitative research methods,¹⁴ which consists of a series of approaches to explore the communication strategy of the Lampung Islamic History Study Center in the development of the Islamic Civilization History Study Program at UIN Raden Intan Lampung. In-depth interviews will be conducted with lecturers, students, and staff of the Study Center to understand individual perspectives regarding the communication

⁹ Asriadi Asriadi, "Komunikasi Efektif Dalam Organisasi," *RETORIKA: Jurnal Kajian Komunikasi dan Penyiaran Islam* 2, no. 1 (April 30, 2020): 36–50, <https://doi.org/10.47435/retorika.v2i1.358>.

¹⁰ I Putu Ariyasa Darmawan, I Made Gami Sandi Untara, and Ni Wayan Juli Artiningsih, "Pola Komunikasi Organisasi Dalam Pengembangan Program Studi Filsafat Hindu STAH Negeri Mpu Kuturan Singaraja," *Ganaya : Jurnal Ilmu Sosial dan Humaniora* 4, no. 2 (September 10, 2021): 504–19, <https://doi.org/10.37329/ganaya.v4i2.1353>.

¹¹ Mohammad Arif, *Studi Islam Dalam Dinamika Global*, 1 (Jawa Timur: Stain Kediri Press, 2017), hal 2.

¹² Rodhi Mustofa Anshori, "Studi Sejarah Islam Dan Proses Pengembangannya," *Profetika: Jurnal Studi Islam* 21, No. 2 (December 29, 2020): 147–58, <https://doi.org/10.23917/Profetika.V21i2.13076>.

¹³ Ibid.

¹⁴ Sugiyono Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif, Dan Kombinasi (Mixed Method)* (Bandung: ALFABETA, 2014).

strategies implemented and the role of the Study Center in the study program development process. Participatory observation of the researcher is directly involved in the activities of the Study Center, recording internal dynamics and documenting the changes that occur. Content analysis will be carried out on the communication strategy and policy documents of the Study Center to explore the messages conveyed and the trend of change. Focus Group Discussion (FGD) with lecturers and students will provide further understanding through group interaction. The results of the thematic analysis of the interview and observation data will provide an in-depth view of the organizational dynamics and effectiveness of communication strategies at the Lampung Center for Islamic History Studies. With this approach, this research aims to produce comprehensive insights that can support the development of the Islamic civilization history study program at UIN Raden Intan Lampung.

Then, this study uses purposive sampling with a sample size of 15-25 participants, including Study Center staff, lecturers, students, heads or coordinators, and relevant external partners. The selection criteria are based on their direct involvement in the strategic communication process of the Lampung Center for Islamic History Studies. The data was analyzed using data triangulation through interviews, observations, and official documents to ensure the validity of the findings. Ethically, this research ensures the confidentiality of participant data, obtains informed consent, provides the right to refuse to participate, and avoids conflicts of interest, especially with students. Research is also subject to the approval of the Research Ethics Committee to ensure compliance with the researcher's ethical standards.

RESULTS AND DISCUSSION

Optimization is the process of optimizing something or improving it to be the best. Therefore, optimization is a process or method to optimize. Optimization is the process of finding the best solution from various alternative solutions by maximizing objective functions without violating boundaries. By optimizing the system, it can increase its effectiveness by increasing profits, reducing processing time, and so on. According to Poerdwadarminata, optimization means getting the desired results, so it means getting the expected results effectively and efficiently. Optimization can also be defined as a measure of how much all the needs arising from the activities carried out can be met. Optimization is the process of finding the best solution to several problems based on certain criteria.

"Communication" comes from the Latin word *communicare*, which means to share something with another person, give a portion to someone, exchange, inform someone, talk, exchange ideas, get in touch, make friends, etc. Communication is a tool to interact with others. According to GERAL R. MILLER, communication is "situations that allow a source to convey a message to a recipient with a conscious intention to influence the recipient's behavior." Communication begins with an idea that exists in a person, is converted into a message, and is communicated to others through certain media.

Communication strategy consists of two words, "strategy" and "communication." the idea of "communication strategy" can be defined as a pattern or planning that combines different goals, policies, and actions carried out by the organization. To reduce the likelihood of miscommunication, a communication strategy is a combination of communication planning and management to achieve a goal.

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The implementation of strategic communication by PSSIL is carried out through various programs and activities that are carefully designed to achieve organizational goals. These programs not only aim to improve the effectiveness of internal communication but also strengthen the image and relationship with the external public. One of the key initiatives is internal communication training and development designed to improve employee communication skills at all levels of the organization. Through various workshops and seminars, employees are taught effective communication techniques, such as speaking clearly, actively listening, and handling conflicts. Additionally, social media campaigns aim to expand reach and increase audience engagement through consistent and engaging content, which helps to build closer relationships with customers and other stakeholders.

¹⁵ Unik Hanifah Salsabila And Others, 'Optimasi Platform Digital Sebagai Transformasi Pendidikan Islam Berkemajuan', *Iqro: Journal Of Islamic Education*, 5.2 (2022), 95–112 <<https://doi.org/10.24256/Iqro.V5i2.3494>>.

¹⁶ Asep Hidayat and M Irvanda, "Optimalisasi Penyusunan Dan Pembuatan Laporan Untuk Mewujudkan Good Governance," *Hospitality* 11, no. 1 (2022): 281–90, <https://doi.org/10.47492/jih.v11i1.1611>.

¹⁷ Yunita Indriany And Others, 'Pelatihan Optimalisasi Media Sosial Untuk Menambah Cuan Pada Warga Belajar Pkbm', *Jurnal Abdimas Plj*, 2.2 (2022), 67–75.

¹⁸ Syahrial Syarbaini, Syurya Muhammad Nur, and Erman Anom, *Teori, Media, Dan Strategi Komunikasi Politik* (Jakarta: Universitas Esa Unggul, 2021.), 127.

¹⁹ Indah Silvia, Muhamad Bisri Mustofa, And Ahmad Basyori, "Proses Komunikasi Interpersonal Dalam Lingkup Perpustakaan Melalui Model Konseling Layanan Pemustaka," *Jurnal El-Pustaka* 02, No. 01 (2021): 35–43, <https://doi.org/10.24042/El-Pustaka.V2i1.8769>.

²⁰ Muslimin Ritonga, "Komunikasi Dakwah Zaman Milenial," *Jurnal Komunikasi Islam Dan Kehumasan (Jkpi)* 3, No. 1 (2019): 60–77, <https://jurnal.radenfatah.ac.id/index.php/jkpi/article/view/4263>.

²¹ Muhamad Bisri Mustofa Et Al., "Interpersonal Communication Relationships And Libraries: A Systematic Literature Review," *Komunike* Xv, No. 2 (2023): 169–90, <https://doi.org/10.20414/Jurkom.V15i2.8793>.

²² Athik Hidayatul Ummah Et Al., *Komunikasi Korporat Teori Dan Praktis*, 1st Ed. (Bandung: Widina Bhakti Persada Bandung, 2021).



Figure 1. Collaboration Between PSSIL and Museum Transmigration

Regular meetings and meetings are held regularly to ensure that all team members are always up-to-date on developments and changes in the organization, as well as an opportunity to discuss issues, provide feedback, and plan the next steps. PSSIL also disseminates a monthly internal newsletter to all employees to provide information about the organization's activities, achievements, and plans, as well as to appreciate employees' contributions and share good news. In addition, special events and exhibitions are an effective way to introduce new products or services and build networks with potential business partners, which are designed with strategic communication elements to have a positive impact on the organization's image. Finally, regular surveys and feedback are conducted to collect input from employees and customers. The feedback obtained is used to evaluate and improve programs and activities so that they are always relevant and effective.

The scientific and non-scientific publication strategies implemented by PSSIL aim to disseminate the results of research to various audiences, both among academics and the general public. In the scientific publication strategy, PSSIL identifies and selects highly reputable journals that are relevant to its research field. Scientific articles are structured with a clear structure and a robust methodology, going through a rigorous editing process to ensure quality and clarity. After that, the article is submitted to the journal and participates in a peer-review process, which provides constructive feedback to improve the quality of the article. In addition to journal publications, PSSIL also takes advantage of scientific conferences to expand networks and introduce research results. Oral presentations and posters are prepared in an engaging and informative manner for national and international conferences, while conference papers are published in indexed proceedings, increasing the visibility of the research. The results of the research are also developed into comprehensive books or monographs as an important reference for researchers and practitioners, and PSSIL collaborates with academic publishers to ensure wide distribution and optimal dissemination of knowledge.

On the other hand, non-scientific publication strategies focus on delivering relevant information to the public. PSSIL writes popular articles that are easy to understand and interesting for mass media, blogs, and other online platforms so that the research conducted is relevant to current issues and is of interest to the general public. To further introduce the

research findings, seminars and workshops are also held as a form of public education, where these activities are aimed at the general public, practitioners, and policymakers. Seminars and workshops are designed to be interactive, with panel discussions, question and answer sessions, and practical demonstrations to increase participant engagement. Social media is one of the important platforms to disseminate information quickly and widely. Through platforms such as Twitter, Facebook, LinkedIn, and Instagram, PSSIL was able to reach a wider audience by utilizing visual content such as infographics and short, easy-to-understand videos that were engaging and easy to understand to explain the research findings. This strategy not only expands the impact of PSSIL research but also increases public engagement in understanding Islamic historical and cultural issues that are relevant to the wider community.

Network building and collaboration are key elements in strengthening research capabilities and the impact of community service. Through strategic collaboration with various parties, organizations can leverage diverse resources and expertise to achieve broader and more effective research goals. Cooperation with educational institutions, for example, involves universities and research institutions in joint research, sharing laboratory facilities, and developing curricula that are relevant to the needs of society. In addition, collaboration with industry allows organizations to collaborate with companies and industry sectors to develop new technologies, conduct product trials, and provide internship opportunities for students. Local community involvement is also an important part of this strategy, inviting the active participation of the community in designing and implementing service programs that suit their local needs and potential. Furthermore, cooperation with non-governmental organizations or NGOs is carried out to implement social programs aimed at improving the welfare of the community.

With a strong network and cooperation, it is hoped that there will be an increase in research capacity both in terms of quality and quantity. Support from various partners allows research results to be applied more widely and effectively. Knowledge exchange has also become more intensive, creating a culture of productive information sharing between researchers, academics, practitioners, and the public. The social impact resulting from collaboratively run service programs is expected to be more significant and sustainable for the community, strengthening the role of the organization in creating positive change and empowering the local community.



Figure 2. Dissemination Research PSSIL

The impact and results of strategic communication are very significant in improving the quality of research and publications, as well as the success of building a cooperative

network. Strategic communication plays a crucial role in the optimization of various aspects of research, from the planning stage to the dissemination of results. Through effective collaboration, research teams can exchange ideas and information smoothly, which supports the development of better research methodologies and the rapid resolution of challenges. Open and structured communication also allows researchers to get constructive feedback from peers and mentors, which is invaluable in improving the quality of research drafts before publication. Dissemination of research results becomes more directed with the selection of appropriate publication channels and effective communication strategies, ensuring that research findings reach relevant audiences, including academics, practitioners, and policymakers. In addition, scientific writing training and workshops that are part of this communication strategy help researchers improve their writing skills, resulting in better quality publications and a greater chance of being accepted in reputable journals.

Success in building a cooperative network also depends on good communication skills. Strategic communication allows the creation of productive and sustainable relationships with various parties, whether from academic institutions, industry, government, or non-governmental organizations. These strong partnerships support the exchange of resources, information, and expertise, all of which contribute to increased research capacity and the social impact of research conducted. With good communication, collaborative projects can be managed more effectively, ranging from smooth coordination clear goal setting, to quick conflict resolution. Strategic communication also opens up opportunities for researchers to expand their research networks, both at the national and international levels, through conferences, seminars, and social media. This network allows researchers to make new connections that are useful for future collaborations. In addition, structured and professional communication improves the institution's reputation in the eyes of partners and the public, opens up more opportunities for collaboration, and supports more ambitious research and service efforts.

CONCLUSION

Optimizing strategic communication is crucial for the successful development of the Islamic Civilization History Program at UIN Raden Intan Lampung. A structured and effective communication strategy enables the Pusat Studi Sejarah Islam Lampung to achieve program goals sustainably by improving research quality, increasing publication impact, and enhancing academic reputation. A key benefit is the establishment of collaborative networks with stakeholders, such as educational institutions, government agencies, industry, and local communities, which strengthen research capabilities, secure resources, and support community engagement initiatives. Addressing challenges, both internal and external, is vital to sustaining these efforts. Internal issues, such as resource and infrastructure limitations, can be resolved through targeted training, adequate budget allocation, and investments in communication technology. External challenges, like regulatory changes and institutional competition, require proactive collaboration and strategic partnerships. These findings highlight the importance of a robust strategic communication framework in elevating academic excellence while ensuring institutional adaptability in an ever-evolving educational environment. This study provides a foundation for future research on communication strategies in academic institutions and offers practical insights for improving program development and stakeholder engagement in similar contexts.

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