

**PENGEMBANGAN RUHUL ISLAM**  
(STUDI TENTANG FENOMENA RELIGIUSITAS DOSEN TETAP UNISBA DALAM UPAYA  
PENGEMBANGAN RUHUL ISLAM)

THE DEVELOPMENT OF RUHUL ISLAM  
(STUDY ABOUT RELIGENCE PHENOMENA DOSEN STUDENT UNISBA IN RUHUL ISLAM  
DEVELOPMENT EFFORTS)

<sup>1</sup>Muhammad. Rahmat Effendi, <sup>2</sup>Nandang HMZ, <sup>3</sup>Riza Hernawati

<sup>1,2,3</sup>. Ilmu Komunikasi, Universitas Islam Bandung, Jl. Tamansari No. 1 Bandung 40116  
email : <sup>1</sup>mareff50@yshoo.co.id ; <sup>3</sup>diza0712@yahoo.com

**Abstract.** *This study examines the phenomenon of relokasiitas Unisba Lecturer in the effort of developing Ruhul Islam. The goal is to analyze how the behavior of Unisba Lecturers is motivated by religious teachings. This is very important because religion is the ultimate concern, that is something very basic in human life. Religion is a doctrine of philosophy and way of life that provides a comprehensive picture, basic principles or worldview about life that is used as guidance or guidance by the person and society in living his life. The approach used in this research is qualitative approach with phenomenology method. Through this approach and method, the researcher wants to understand the phenomenon of the Unmanned Lecturer's Lecture from the perspective of the participants on the situation and the events that happened, both empirically and theoretically. So that the description of data about the religiosity of Unisba Permanent Lecturers in depth and intact. The problems in this research are: (1) How is Unisba policy about the improvement and development of Ruhul Islam; (2) How is the phenomenon of religiosity (= religious) Unisba Lecturer in the effort of developing Ruhul Islam in Unisba (3) What are the supporting and inhibiting factors in religious development among Unisba Lecturer? The results of the research are related to the policy of Leadership Unisba Development of Ruhul Islam quality, as stated in the Rector's Decree, number 428 / C.12 / Rek.XII / 2014. As for relating to the phenomena of Unisba permanent lecturers relating to: (a) Belief / Confidence; (b) rituals / worship; (c) Feelings / religious experiences; (d) The knowledge of religion (Islam) derived from the holy book of the Qur'an and the Sunnah of the Prophet; and (e) Behavioral behavior motivated by religious teachings, based on data obtained in the field is still relatively varied and still needs to be improved. So that its influence on the development of Ruhul Islam although already exist but relatively still not significant. Among the supporting factors is the existence of policy leaders both at the University level and Faculty level programmed with sufficient facilities. But in its implementation still has not run effectively. The inhibiting factor is still the nature of ananياهو that sticks to some lecturers. In addition to the welfare aspect is often used as an excuse for low service discipline. Asumsinya, The stronger religious (religiosity) Unisba lecturers, then tend to be more upright Islamic ruhul in Unisba.*

**Keyword:** *Religiosity, Ruhul Islam.*

**Abstrak.** *Penelitian ini mengkaji tentang fenomena religiusitas Dosen Tetap Unisba dalam upaya pengembangan Ruhul Islam. Tujuannya ingin menganalisis bagaimana perilaku Dosen Unisba dimotivasi oleh ajaran agama. Hal ini sangat penting karena agama merupakan the ultimate concern, yakni sesuatu yang sangat mendasar dalam kehidupan*