Optimizing the Role of Mosques: Communication Network Strategy of Mosque Managers in Dairi Regency

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Abstract. This study aims to analyze the communication network of mosque administrators in prospering mosques in Dairi Regency. This study uses a descriptive qualitative approach using a case study approach. This study uses documentary studies, interviews, and observations. This study revealed that the communication network of mosque administrators in Dairi Regency plays a central role in the process of mosque prosperity. The main findings that were successfully identified specifically include: Intensity of Mosque Administrator Communication, Mosque administrators in Dairi Regency, especially core administrators (chairman, secretary, treasurer), have a high intensity of communication through routine discussions after prayers and informal meetings. This communication strengthens internal cooperation and supports the process of building and managing mosques. Communication between mosques is still personal and not yet structurally organized. Content of Communication Messages, The content of the administrator's messages focuses on matters of construction, maintenance, finance, and evaluation of mosque activities. For the congregation, the messages are in the form of invitations to participate in worship and social activities. To the Government and KUA, the messages are administrative in nature. Discussions are also carried out through WhatsApp groups facilitated by the Ministry of Religion, although there is no official organizational forum between mosque administrators. Communication Media Used, The main communication media are WhatsApp and telephone because they are practical and easy to use by administrators, most of whom work as farmers. For formal purposes, such as meetings and activity invitations, printed media in the form of letters are used. This combination of media supports effective communication, although the limitations of communication structures between mosques remain a barrier to broader collaboration.

Introduction

The activity of prospering the mosque provides benefits that are more than just rewards. People who do it will feel peace. So, in addition to contributing to the prosperity of the mosque, they are also 'prospered' with peace of mind. One of the rewards for Muslims who prosper the mosque is peace, grace, and ease when passing through shiratal mustaqim to heaven, the Prophet Muhammad said (Bukhari, 2992) :

الْمَسْجِدُ بَيْتُ كُلِّ تَقِيٍّ وَتَكَفَّلَ اللهِ لِمَنْ كَانَ الْمَسْجِد بيته بالروح والرحمة وَالْجُوَازِ عَلَى الصِّرَاطِ اِلَى رِضْوَانِ اللهِ اِلَى الْجُنَّةِ

Meaning: *The mosque is the home of every pious person, Allah SWT guarantees those who consider the mosque as their home, that they will be given peace and grace and the ability to cross the shiratal mustaqim towards the pleasure of Allah SWT, namely heaven.* (HR. Thabrani and Bazzar from Abud Darda ra).

During the time of the Prophet, the mosque was not only a place of worship but also a center of culture, science, information, economic development and so on. In addition, the mosque is a social bond because it contains congregations and communities from various social backgrounds. In essence, the mosque is a place to deal with all matters related to human needs as creatures of Allah SWT, both physical and spiritual needs (Iskandar, 2019) . Mosque administrators are those who receive the congregation's mandate to lead, manage the mosque well and prosper the mosque (E. Ayub, 2007) . Administrators are selected from people who have advantages and abilities and have noble morals, so that the congregation respects them appropriately and is willing to help and cooperate in advancing and prospering the mosque. Mosque administrators must be one with their congregation. They always have a close relationship and work together in a unified manner in all implementation of mosque activities. Administrators maintain their good attitude when providing services or exchanging ideas and deliberations with their congregation (Isa, 2018) .

Prospering the mosque is no less important between mosque administrators to build a strong and solid network, whether in the form of a communication and information network or in the form of a work network. For example, by creating a mosque administrator forum which will later be useful for exchanging information and discussing strategic matters in the context of empowering the community. This can be done by carrying out activities such as joint training to overcome poverty or also for practical matters, training for corpse bilals, training for TKA teachers, TPA and so on (Rokan, 2021) . It is time for the mosque to be used as the center of Muslim activities. The role of the mosque must be restored to its historical role in the history of Islam. In the end, this mosque will be the moral and spiritual weapon of the Muslim community in facing global developments that are increasingly unclear in direction (Rokan, 2021)

The compactness of the mosque management greatly influences the life of the mosque. Mosque activities will run well and successfully if carried out by administrators who work together compactly. Various obstacles and barriers encountered in the implementation of activities will be easily overcome by administrators who work together. Without a compact mosque management, what happens is imbalance in management which results in disrupted mosque activities (Muslim, 2004) .

Dairi Regency is a Muslim minority area, based on data from the Islamic Community Guidance of Dairi Regency in 2023, the number of Muslims is only 23.7% with 149 mosques and 79 prayer rooms. Meanwhile, data from the Central Statistics

Agency (BPS) shows that in 2023 the proportion of the Muslim population in Dairi Regency was 16.7% of the total population (Central Statistics Agency, 2023) . Although there are differences in figures, both data sources confirm that Dairi Regency has a minority Muslim population. The role of mosques in Dairi Regency is not only limited to places of worship, but also as a community that helps improve the quality of life of the congregation. However, to achieve this goal, mosque administrators need to have effective communication. In this context, good communication among mosque administrators is very important to coordinate activities, convey information, and invite congregation participation. Although modern communication technology has developed rapidly, not all mosque administrators utilize it optimally. Some administrators may still rely on traditional methods, which can lead to limitations in conveying information and organizing activities.

One of the communications that can be done by mosque administrators in achieving mosque prosperity as above is by conducting a communication network. Leavitt (1992) stated that a communication network is a structural aspect of a group, the network explains to us how the group remains united or bound to each other. Of course, the administrators have opinions, ideas, ideas, hopes and desires for achieving a prosperous mosque, so it must be communicated well between fellow administrators to form the same perception of how a prosperous mosque is and how to achieve its prosperity. This is where the importance of the mosque administrators' communication network lies, namely communication that is relevant between the mosque's administrators and the congregation so that a harmonious relationship is established between each other (Thadi, 2021) .

Other challenges include differences in educational background and age of the administrators, which can affect the way they communicate. There is also the possibility that ineffective communication can result in low congregational participation in mosque activities. Thus, it is important to understand how the communication network among mosque administrators in Dairi Regency functions, and how it can be optimized to prosper the mosque and increase congregational engagement. This study aims to dig deeper into these aspects and provide recommendations that can help mosque administrators improve their communication networks.

Method

This study uses a qualitative approach with a descriptive research type. This approach was chosen to deeply understand the process, patterns, and forms of communication networks formed among mosque administrators in an effort to prosper mosques in Dairi Regency. The research subjects consisted of mosque administrators who were active in mosque activities, the Sidikalang Grand Mosque, the Telaga Zam-zam Mosque and the Mersada Bintang Jami' Mosque. Data collection techniques were carried out through in-depth interviews with mosque administrators to explore the forms and patterns of communication that were established. Direct observation of mosque activities and interactions between administrators in meetings or religious activities. Documentation, such as meeting

minutes, WhatsApp groups, or other communication media used by mosque administrators. Data analysis techniques were carried out using the Miles and Huberman interactive analysis model which includes three stages, namely: Data reduction: summarizing and simplifying data from interviews, observations, and documentation. Data presentation: compiling data in narrative or matrix form to facilitate understanding. Drawing conclusions and verification: finding communication network patterns and concluding their role in prospering the mosque. To maintain the validity of the data, triangulation of sources and techniques was carried out, namely comparing the results of interviews with observations and documentation, and involving informants from various mosque backgrounds (large mosques, village mosques, and mosques in office environments).

Results and Discussion
Intensity Communication Between Mosque Management in the Regency Dairy

The cooperation and activeness of the management in enlivening the mosque is greatly influenced by the quality of communication between them. Lack of communication can lead to lack of cooperation and indifference, which results in the mosque not functioning optimally. Mosque administrators are aware of the importance of communication and strive to maintain it. They routinely hold discussions after the Maghrib prayer, although the topic of discussion is not always about the mosque. The discussions held by the management always discuss how the mosque will be in the future. Good communication becomes even more important during the construction of a mosque, where close coordination and cooperation are essential. This can be seen through an interview quote with the chairman of the BKM of the Sidikalang Grand Mosque, he said that:

Communication between administrators is indeed very important, especially in the aim of prospering the mosque because if the administrators work together and are active in enlivening the mosque, the mosque will prosper, but if the administrators do not work together and do not care, the mosque will not function properly. So we, the administrators in this mosque, always work together with the aim of prospering this mosque, especially since this mosque is an icon in Dairi Regency, one of the things we do is to maintain our communication so that it remains good between the administrators in this mosque, we often have discussions in this mosque after the Maghrib prayer, although our discussions are not always about the mosque and not all administrators always participate in the discussion, but from the several times we have discussed, we always discuss how this mosque will be in the future, especially now that this mosque is under construction like this (Dunggar, 2023)

The core management of the mosque (chairman, secretary, treasurer) has a high intensity of communication because they often meet at the mosque, especially during prayer times. Their communication is not always focused on mosque affairs, but also includes casual conversations and things outside the mosque. However, they still discuss mosque affairs at certain times. The core management of the mosque has a closeness because of the intensity of the meetings that are often held. This can be

seen through an interview quote with the Head of the BKM Telaga Zam-zam Mosque, he said that:

We as the administrators of this mosque, especially the core administrators such as the chairman, secretary and treasurer, communicate almost every day because almost every prayer time we meet at this mosque, although every time we meet we do not always discuss the mosque, sometimes we just greet each other or chat about other things that are not about the mosque. However, we still discuss the discussion about the mosque at certain times (Henry, 2023) .

The Jami' Mosque has a chairman of the Mosque Prosperity Agency (BKM) who also serves as the Head of the Religious Affairs Office (KUA). This facilitates administrative matters with government agencies, especially the Ministry of Religion, and speeds up the receipt of information. Communication is also established with other mosques if there are matters that need to be discussed. However, the main focus of communication and cooperation of the Jami' Mosque is with the four prayer rooms under its auspices in Bintang Mersada Village. The Jami' Mosque is responsible for paying for the electricity bills of all the prayer rooms. In addition, the Jami' Mosque also plays a role in helping to resolve problems that cannot be resolved at the prayer room level. In short, the Jami' Mosque has a central role in facilitating administrative affairs with the government, establishing communication with other mosques, fostering and supporting prayer rooms in Bintang Mersada Village, both financially and in solving problems. This can be seen through an interview quote with the Secretary of the BKM of the Jami' Bintang Mersada Mosque, he said that:

Our BKM Chairperson is the Head of KUA, so for government affairs such as the Ministry of Religion, it is easier and we can receive information faster, we also communicate with other mosque administrators if there are thing we need to ask related to the mosque. But actually for this Jami' Mosque, we share and communicate more with the prayer rooms in Bintang Village, so there are four prayer rooms in this village and all of the prayer rooms are under the auspices of this Jami' Mosque, for the payment of electricity, we are the ones who bear the payment, and if there are problems that cannot be resolved in the prayer room, they will be conveyed to us and we will help to resolve them (Kurniadi, 2023) .

The BKM of Telaga Zam-zam Mosque often communicates with the administrators of other mosques to learn about the construction and management of mosques. Specifically, the chairman of the BKM Telaga Zam-zam Mosque often contacts the chairman of the BKM Sidikalang Grand Mosque to ask about funding and management of the mosque. The chairman of the BKM Telaga Zam-zam Mosque also often shares with the chairman of the BKM Old Mosque to discuss the mosque. The chairman of the BKM Telaga Zam-zam Mosque feels more comfortable discussing with the chairman of the BKM Old Mosque. This is likely due to the similarity in age, so the chairman of the BKM Telaga Zam-zam Mosque feels less awkward. The chairman of the BKM Telaga Zam-zam Mosque feels awkward when communicating with the chairman of the BKM Sidikalang Grand Mosque. This can be seen through an interview quote from the chairman of the BKM Telaga Zam-zam Mosque, he said that:

We also often communicate with other mosque administrators, especially me personally, I sometimes call or meet the chairman of the BKM of the Sidikalang Grand Mosque to ask about the construction of the mosque, how they get the funds and how to manage it, besides that I also often share with the chairman of the BKM of the Old Mosque to discuss the mosque as well. Personally, I feel more comfortable discussing with the chairman of the BKM of the Old Mosque because maybe he is not much older than me so it is not too awkward like with the chairman of the BKM of the Sidikalang Grand Mosque (Henry, 2023)

Message Contents of Mosque Administrators in Dairi Regency in Conducting Communication

The discussion of the mosque management focused on matters related to the mosque, although there were discussions outside the topic of the mosque. The construction and renovation of the mosque are the main focus at this time, including mosque maintenance and financial transparency. All discussions are aimed at *idarah* (management), *imarah* (prosperity), and *ri'ayah* (maintenance) of the mosque. This can be seen through an interview quote with the chairman of the BKM of the Sidikalang Grand Mosque, he said that:

The things we discuss as administrators are definitely related to the mosque, although sometimes there are other things we discuss besides the mosque. For now, we often discuss things related to construction because the mosque is currently under renovation. We also discuss matters related to mosque maintenance, transparency about finances, and so on, which in essence all discussions are related to the idarah, imarah and ri'ayah of the mosque (Dunggar, 2023) .

The mosque management routinely holds discussions in the mosque, the discussions are most often held after Friday prayers. Discussion activities include: calculating the amount of alms, discussing mosque activities, evaluating activities that have been carried out. This can be seen through an interview quote from the Secretary of the BKM of the Jami' Bintang Mersada Mosque, he said that: We often have discussions in this mosque and most often after Friday prayers, while we count the number of donation boxes while we discuss about this mosque, such as discussing activities in the mosque, or evaluating things that need to be evaluated from activities that have been carried out in this mosque (Kurniadi, 2023)

The Head of Islamic Community Guidance formed a special WhatsApp group for the chairman, secretary, and treasurer of mosques in his area. The purpose of the group is to facilitate communication between mosque administrators. Discussions in the group cover various topics, such as community issues, current information, political issues (especially related to elections), and mosque construction. Currently, mosque construction is a major topic, especially in Dairi Regency, including the Sidikalang Grand Mosque and the Telaga Zam-zam Mosque. Mosque administrators often discuss and share information about mosque construction, both in the group and directly. This can be seen through an interview quote from the chairman of the Telaga Zam-zam Mosque, he said that:

There is a WA group created by the Head of Islamic Community Guidance for mosque administrators specifically for the chairman, secretary and treasurer of the mosque which aims to make it easy for us administrators to communicate, usually in that group we will discuss religious matters, share information, discuss politics because it is currently election season, share about mosque construction because currently there are several mosques in Dairi Regency that are under construction, in the Sidikalang area such as the Sidikalang Grand Mosque and the Telaga Zam-zam Mosque, so administrators of other mosques will usually ask a lot of questions related to the construction of this mosque, some even contact or meet directly in person (Henry, 2023)

A special organization for mosque administrators has not been formed in Dairi Regency. The WhatsApp group for mosque administrators was formed by the Head of Islamic Community Guidance as a means of communication. Mosque management meetings are usually held when there is a meeting invited by the Office of Religious Affairs (KUA) or a special event such as a visit from the Indonesian Mosque Council. The mosque management continues to communicate and share information informally, especially through personal contacts. The mosque management often consults each other on various matters, such as mosque construction, zakat, and management. This can be seen through an interview quote from the chairman of the BKM of the Sidikalang Grand Mosque, he said that:

A special organization for mosque administrators in Dairi has not actually been created, so our WA group was created by the head of Islamic community guidance, for gatherings, usually because there is a meeting invited by the KUA office, or like yesterday we gathered all the mosque administrators in Dairi Regency at this mosque because there is the Indonesian Mosque Council, but we, the administrators of this mosque, still communicate and share with each other if there is something that is needed, like yesterday the administrators of the mosque that was taxed called me to ask about the construction problem because they were also going to renovate the mosque that was taxed or other mosques also called or met me directly, sometimes asking about construction, some asked about zakat, some asked about management and so on. But they usually ask me personally (Dunggar, 2023)

The Jami' Mosque management establishes communication and cooperation with the management of other mosques, namely the Sidikalang Grand Mosque and the Telaga Zam-zam Mosque, as well as the Office of Religious Affairs (KUA). This communication is carried out personally through direct meetings, telephone, or meetings, with the aim of improving the quality of the mosque, carrying out construction, fundraising, and cooperation in joint activities. This can be seen through an interview quote from the head of the BKM of the Bintang Mersada Jami' Mosque, he said that:

We, the administrators of the Jami' mosque, communicate with the administrators of other mosques personally, namely to the administrators of the Sidikalang Grand Mosque and the Telaga Zam-zam Mosque, usually communication related to improving the quality of the mosque, mosque construction, fundraising for

mosque construction, and cooperation to carry out an activity together which also collaborates with the KUA. We do this by meeting the administrators directly, by telephone or by holding a meeting if we are going to discuss an activity (Khairul, 2023)

Communication with the local government (regent, sub-district head, etc.) is not intense but still maintained. This communication is carried out through the submission of requests for financial assistance for the mosque, cooperation in implementing activities and invitations to attend activities held. Communication with the Office of Religious Affairs (KUA) is more frequent and specific . This communication is related to the preparation of Decrees (SK) for mosque administrators, waqf land affairs, determining the direction of the qibla and resolving various problems related to the mosque. This can be seen through an interview quote from the chairman of the BKM of the Sidikalang Grand Mosque, he said:

Building a communication network to the government such as the regent is not something we do intensively, but we still do it like requesting financial assistance for the mosque, working together to carry out an activity, if there are activities we always invite government officials such as the regent, sub-district head, and the Ministry of Religion through letters that we send, while communication to the KUA usually we communicate regarding the making of management decrees, waqf land, determining the direction of the Qibla and various problems that we feel related to this mosque (Dunggar, 2023) .

In general, the interview excerpt above describes the communication patterns established by mosque administrators with the local government and KUA. Communication with the local government is more formal and related to certain activities, while communication with KUA is more technical and related to administrative matters and problems faced by the mosque.

Media Used Mosque Management in Do Communication

The management of the BKM of the Great Mosque of Sidikalang, especially the core management (chairman, secretary, and treasurer), establish good and routine communication to prosper the mosque. Communication is carried out directly (meetings, discussions) or indirectly (telephone, WhatsApp group). This can be seen through an interview quote from the chairman of the BKM of the Great Mosque of Sidikalang, he said that:

The BKM Management of the Sidikalang Grand Mosque, thank God, always communicates with each other regarding the prosperity of the Sidikalang Grand Mosque, especially the core management such as the chairman, secretary and treasurer. Usually we communicate directly, namely by meeting directly, such as holding a meeting or light discussion after the Maghrib prayer at this mosque, or sometimes by telephone and *WhatsApp* , because we also have a special *WhatsApp group* for the management of this mosque (Dunggar, 2023) .

The Telaga Zam-zam Mosque Management uses two main types of communication media, namely: mobile media: telephone or WhatsApp for daily communication and print media: letters for communication related to meetings, events, and other official activities. This can be seen through an interview quote from the Head of the Telaga Zam-zam Mosque BKM, he said that:

The media that we usually use to communicate between administrators at the Telaga Zam-zam Mosque is telephone or *WhatsApp*. We also communicate by sending letters, such as for meetings and events or other formal activities (Henry, 2023). Telephone and WhatsApp are very efficient communication tools for conveying information quickly. Communication via telephone or chat saves time compared to meeting in person. Although meeting in person is more effective, telephone and WhatsApp remain practical choices for fast communication. This can be seen through an interview quote from the Deputy Secretary of the BKM Telaga Zam-zam Mosque, he said:

telephone and *WhatsApp* are very efficient tools to use in conveying information or to communicate with other people, such as communicating with fellow administrators, congregations or with administrators from other mosques so that simply by telephone or *chatting* the information you want to give or receive will arrive very quickly without having to meet in person which of course will take more time, although it is actually more effective if we meet in person (Windra, 2024). The mosque administrators are dominated by farmers or plantation workers. Communication between mosque administrators is done via telephone or WhatsApp due to limited time to meet in person. Telephone and WhatsApp are considered the easiest and most effective means of communication today. This can be seen through an interview quote with the chairman of the BKM of the Jami' Bintang Mersada Mosque, he said that:

The administrators of this mosque mostly work as farmers or farm workers, so to communicate if we do not meet in person, we will use the telephone or send messages via *WhatsApp* , because nowadays telephones and *WhatsApp* are the easiest tools to use to convey information (Khairul, 2023). The mosque management does not establish intensive communication with the government, such as the regent and sub-district head, but still invites these government officials to events through invitation letters. Letters are also used to invite ustaz in Dairi Regency as preachers and imams in Friday prayers and Eid al-Fitr and Eid al-Adha. Letters are used to invite administrators to monthly routine meetings and annual meetings. The mosque management uses letters as the main communication media for various purposes, both external (government, religious figures) and internal (managers). This can be seen through an interview quote from the chairman of the BKM of the Sidikalang Grand Mosque, he said that:

Building a communication network to the government such as the regent is not something we do intensively, but if there are activities we always invite government officials such as the regent, sub-district head, ministry of religion and also KUA through letters that we send, in addition to the government we also use letters as a medium

to request the willingness of ustaz-ustaz in Dairi Regency to be khatib and imam during Friday prayers or during Eid al-Fitr and Eid al-Adha. We also use letters as a medium to invite administrators to hold routine meetings every month because we have determined meetings once a month and there is also an annual meeting (Dunggar, 2023). There is a very proactive and comprehensive effort in inviting the meeting administrators. The communication channels used include: making and sending official invitation letters; Phone calls and WhatsApp messages as reminders; Resending copies of invitation letters via WhatsApp groups. Various communication channels are used to ensure the presence of all administrators at the meeting and show high dedication and attention to the participation of the administrators. This can be seen through an interview quote from the chairman of the BKM Jami' Bintang Mersada Mosque, he said that:

To invite the administrators to a meeting, we will make a meeting invitation letter and send it to all administrators. After we provide the letter, we will also remind the administrators by telephone or *WhatsApp*. We will even photograph the letter again and share it again via the WA group of the administrators of this mosque (Khairul, 2023). The mosque management does not have a fixed meeting schedule, but rather holds meetings as needed (conditionally). Even though meetings are not routine, communication between administrators continues to run smoothly, so that all mosque activities are carried out well. Every time a meeting is held, the mosque management always uses an official invitation letter. The letter is also used to request the willingness of the ustaz to become the preacher and imam of Friday prayers. This can be seen through an interview quote from the chairman of the BKM Telaga Zam-zam Mosque, he said that:

For the meeting schedule at this mosque, we do not do it routinely, we do it conditionally, but communication between administrators never breaks down so that everything is still carried out well. Even though our meeting schedule is carried out conditionally, we still use letters when we are going to invite for the meeting activity, and we also use this letter media to ask for the willingness of the ustaz-ustaz who we think are able to fill the khatib and imam for Friday prayers at this mosque (Henry, 2023)

Overall, based on the results of the research, the communication network carried out by mosque administrators in Dairi Regency is running well, mosque administrators often communicate both internally and externally. However, a communication network between mosque administrators in Dairi Regency has not been specifically formed until now. Mosque administrators in Dairi Regency only carry out communication networks through the BKM administrators' *WhatsApp group* which has been created by the Head of Islamic Community Guidance at the Ministry of Religion. Meanwhile, direct communication is only carried out personally.

Discussion

Intensity Mosque Management in Do Communication

Based on the research results, it can be seen that the intensity of communication of mosque administrators in carrying out communication is as follows:

a) Intensity of Mosque Management Communication (Internal): The mosque management routinely holds discussions after the Maghrib prayer, although the topic is not always about the mosque. This discussion aims to discuss the development of the mosque in the future and this discussion becomes more intensive during the construction period of the mosque. In addition, the mosque management also routinely holds meetings every month, year, or conditionally. The conditional in question is when there is an important matter that must be resolved immediately through a meeting.

b) Intensity of Communication between Mosque Management and Congregation: Mosque administrators often communicate with the congregation during congregational prayers at the mosque, wirid which is held once a week or once a month, and during meetings attended by the congregation.

c) Intensity of Communication between Mosque Management and Government Agencies: Mosque administrators often communicate with the Office of Religious Affairs because many matters relating to the mosque are resolved through the Office of Religious Affairs. In addition, mosque administrators and the ranks of the Office of Religious Affairs often hold meetings in order to cooperate in carrying out religious activities. Mosque administrators also often communicate with government officials such as regents and sub-district heads, namely by inviting government officials to attend activities carried out by mosque administrators. Government officials are also often present when invited by mosque administrators, as evidenced by the government officials giving welcoming remarks at the activities carried out.

d) Intensity of Communication with Other Mosque Administrators: The intensity of communication with other mosque administrators is carried out personally and also in groups, personal communication such as that carried out by the chairman of the BKM Telaga Zam-zam Mosque who specifically often communicates with the administrators of the Great Mosque of Sidikalang to learn about the construction and management of the mosque. The chairman of the BKM Telaga Zam-zam Mosque also often shares with the chairman of the BKM Old Mosque. Meanwhile, the intensity of communication between mosque administrators carried out in groups has never been done directly face to face but only through a previously created *WhatsApp group*.

The results of the study describe the form of social interaction in the form of cooperation between mosque administrators. The routine discussions they conduct are a form of social interaction aimed at achieving a common goal, namely to prosper the mosque. The communication established in the discussion is a form of dynamic relationship that brings people together (between administrators). This is in accordance with the definition of social interaction according to Basrowi (2015). The importance of communication emphasized in research shows that good social interaction is the key to success in achieving common goals. If we look at Basrowi's statement that social interaction can take the form of competition and conflict, then

it can also be assumed that if communication between administrators does not run well, there will be unhealthy competition, or even conflict, which will cause the mosque to not function properly. This study strengthens Basrowi's concept of social interaction, especially in the context of cooperation. Positive social interaction between mosque administrators, which is realized through communication and discussion, contributes significantly to the prosperity of the mosque. Social interaction has a very important role in an organization, especially an organization that aims for the welfare of the community, such as the organization of mosque administrators.

The results of the study indicate that aspects of social contact and communication are interrelated in the social interactions of mosque administrators. Frequent and positive social contact creates a strong foundation for effective communication. Both formal and informal communication help mosque administrators achieve their goals in prospering the mosque. With frequent social contact and communication by mosque administrators, a harmonious relationship will be established.

Message Content Mosque Management in Do Communication

The content of the message in conducting communication is important so that the communication network that is built can run well. The content of the message is the material delivered to communicate the communicator's intent. Based on the results of the study above, the content of the message when the mosque administrators communicate in an effort to prosper the mosque is related to the construction of the mosque, mosque finances, activities carried out in the mosque, worship carried out in the mosque, evaluation of mosque activities and so on. To make a message acceptable, one must pay attention to various conditions of delivery methods and meet the requirements of a message. Wilbur Schramm presents what is called "*The Condition Of Success In Communication*" which is a condition that must be met if a message is to evoke the desired response. This condition can be formulated as follows:

a) Messages must be designed in such a way that they can attract the attention of the recipient.
b) Messages must use symbols that are directed at the same experience between the communicator and the recipient, so that they both understand.
c) The message should arouse personal needs and suggest some means of obtaining those needs.
d) The message must suggest a way to obtain the needs appropriate to the group situation in which the recipient is located at the time he is moved to give the desired response.

Media Used Manager in Do Communication

Communication media is a means or intermediary or tool that can be used to convey a message from the messenger to the recipient of the message. Based on the results of the study, it can be seen that there are two media used by administrators in communicating, including:

a) Printed communication media is a channel used to convey messages in the form of printed writing. This communication media is used by the management of the Sidikalang Grand Mosque, the Mersada Bintang Jami' Mosque and the Telaga Zam-zam Mosque in the form of letters that are usually used to request the willingness of the imam or khatib to the ustaz-ustaz who will fill in the mosque, then in the form of banners that are installed in front of the mosque as a medium of information for the construction of the mosque, appeals, invitations and others.

b) Mobile communication media is used when someone wants to convey personal messages or other information that must be forwarded to a small group. Examples of mobile communication media are *Whatsapp, Line* , SMS, telephone or other chat platforms. In this case, the administrators of the Sidikalang Grand Mosque, the Jami' Bintang Mersada Mosque and the Telaga Zam-zam Mosque use mobile media in the form of *WhatsApp* and telephone to build a communication network between fellow internal mosque administrators, administrators with the congregation, internal mosque administrators with other mosque administrators. The more technological developments develop, the more people choose to use mobile communication media because it is more practical and easier.

Based on the researcher's analysis, media is a very important thing in the process of building a communication network so that the contents of the message that the mosque administrators want to convey can be conveyed to the communicants who are the targets of the administrators. With the existence of media, it can make it easier for mosque administrators in the process of building a communication network.

Conclusion

This study revealed that the communication network of mosque administrators in Dairi Regency plays a central role in the process of mosque prosperity. The main findings that were successfully identified specifically include:

a) Intensity of Mosque Administrator Communication: Mosque administrators in Dairi Regency, especially core administrators (chairman, secretary, treasurer), have a high intensity of communication through routine discussions after prayers and informal meetings. This communication strengthens internal cooperation and supports the process of building and managing mosques. Communication between mosques is still personal and not yet structurally organized.

b) Content of Communication Messages: The content of the administrator's messages focuses on matters of construction, maintenance, finance, and evaluation of mosque activities. For the congregation, the messages are in the form of invitations to participate in worship and social activities. To the Government and KUA, the messages are administrative in nature. Discussions are also carried out through WhatsApp groups facilitated by the Ministry of Religion, although there is no official organizational forum between mosque administrators.

c) Communication Media Used: The main communication media are WhatsApp and telephone because they are practical and easy to use by administrators, most of whom work as farmers. For formal purposes, such as meetings and activity invitations, printed media in the form of letters are used. This combination of media

supports effective communication, although the limitations of communication structures between mosques remain a barrier to broader collaboration.

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