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**RELIGIOSITY IMPROVEMENT AND DEVELOPMENT OF ISLAMIC SPIRIT: CASE STUDY OF LECTURERS AND EDUCATION PERSONNEL IN UNIVERSITAS ISLAM BANDUNG*****Peningkatan Religiositas dan Pengembangan Mutu Ruhul Keislaman: Studi Kasus Dosen dan Tenaga Kependidikan di Universitas Islam Bandung***Edi Setiadi<sup>a</sup>, M. Rahmat Effendi<sup>b</sup>, Nandang H.M.Z.<sup>b</sup> & Riza Hernawati<sup>c</sup><sup>a</sup>Law Faculty, UNISBA.<sup>b</sup>Islamic Broadcasting Communication<sup>c</sup>Communication Faculty, Universitas Islam Bandung (UNISBA)

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**Abstract**

This study examines the development of the quality of Islamic spirituality and the improvement of religiosity especially for lecturers and education personnel at Universitas Islam Bandung (UNISBA). The aim is to explore and analyze the level of bound of lecturers and educational personnel to the development of Islamic spirituality as meaning systems that are seen through individual behavior based on religious motivation. The development of Islamic spirituality and the improvement of religiosity have an interdependence relationship. The approach used in this study is a qualitative approach combined with a quantitative approach (mixing) with phenomenology methods. Data collection techniques were carried out through participant observation, literature review/ documentation, in-depth interviews, and FGD (= Focus Group Discussion) which were followed by UNISBA leaders from the foundation leadership, Chancellor and Vice Chancellors, Deans and Chairpersons to the level of Chair of the Study Program and Head of Division. To complete this study also used historical analysis, comparison, and heuristics. The results achieved were the formulation of a model for increasing the religiosity and development of the Islamic spirit in UNISBA, and in turn it was expected to be used as a model by other Islamic universities.

Keywords: policy, religiosity, Islamic spirit.