

ABSTRACT

This study aims to measure the magnitude of the influence of organizational communication on the performance of the management of independent campus da'wah institutions in Bandung Raya which is carried out online due to the impact of the Covid-19 pandemic. Due to changes in the situation of the organization's activities, the organization has turned online, which is not meeting and carrying out activities directly, which causes potential changes to emerge, both in organizational communication and the performance of the management in the organization. This study uses a quantitative method with a descriptive - causal type of research, which is to find out the cause and effect relationship. The number of samples in this study were 117 people who came from 9 Campus Propagation Institutions Level Mandiri in Bandung Raya. In this research, the data analysis technique used is descriptive analysis technique, simple linear regression analysis and hypothesis testing, t statistical test. The results of this study indicate that organizational communication has a significant positive effect on the performance of the management by 47.5% and as much as 52.5% is influenced by other factors.

Keywords: Communication, Performance, Organizational Communication, Management Performance, Campus Da'wah Institution, Media, Covid-19 Pandemic