

## ABSTRAK

Penelitian ini dilatarbelakangi oleh maraknya praktik prostitusi di Kota Lhokseumawe yang menimbulkan keresahan masyarakat karena bertentangan dengan nilai moral, agama, dan sosial. Wilayatul Hisbah (WH) sebagai lembaga penegak syariat Islam memiliki peran penting dalam upaya meminimalisir kasus prostitusi. Namun, realitas di lapangan menunjukkan bahwa kinerja WH masih belum optimal. Tujuan penelitian ini adalah untuk menganalisis kinerja WH dalam meminimalisir prostitusi serta mengidentifikasi kendala yang dihadapi. Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif. Data diperoleh melalui wawancara mendalam dengan aparat WH, pakar kebijakan, pakar sosiologi, serta masyarakat, dilengkapi dengan studi dokumentasi. Hasil penelitian menunjukkan bahwa kinerja WH telah dijalankan sesuai prosedur, meliputi patroli rutin, sosialisasi, serta kerja sama lintas lembaga. Namun, efektivitasnya masih rendah karena tingginya angka residivisme, keterbatasan jangkauan operasional, dan lemahnya integritas aparat yang ditandai dengan kebocoran informasi. Kendala internal yang dihadapi meliputi keterbatasan jumlah dan kualitas sumber daya manusia, minimnya alokasi anggaran, serta ketertinggalan teknologi. Sementara itu, kendala eksternal mencakup modus operandi prostitusi yang semakin terselubung melalui media digital serta kurangnya dukungan dari pihak ketiga. Penelitian ini menyimpulkan bahwa peningkatan kapasitas internal WH mutlak diperlukan melalui penambahan SDM yang kompeten, optimalisasi anggaran, dan modernisasi teknologi. Selain itu, diperlukan strategi pencegahan yang lebih komprehensif dengan melibatkan masyarakat dan memperkuat koordinasi antarinstansi agar upaya pemberantasan prostitusi di Kota Lhokseumawe lebih efektif.

*Kata Kunci: Kinerja Organisasi, Wilayatul Hisbah, Prostitusi*

## ABSTRACT

*This research is motivated by the prevalence of prostitution in Lhokseumawe City, which has caused public concern as it contradicts moral, religious, and social values. Wilayatul Hisbah (WH), as an institution responsible for enforcing Islamic law, plays a vital role in minimizing prostitution cases. However, in practice, WH's performance has not been fully optimal. The purpose of this study is to analyze WH's performance in reducing prostitution and to identify the obstacles it faces. This study employs a qualitative method with a descriptive approach. Data were collected through in-depth interviews with WH officers, policy experts, sociologists, and community members, supported by documentation studies. The findings reveal that WH has carried out its duties procedurally, including routine patrols, public socialization, and inter-agency cooperation. Nevertheless, its effectiveness remains low due to high recidivism rates, limited operational reach, and issues of integrity such as information leaks. Internal challenges include limited human resources in both quality and quantity, insufficient budget allocation, and technological backwardness. Externally, WH is challenged by increasingly covert and digital modes of prostitution as well as the lack of support from third parties. This research concludes that strengthening WH's internal capacity is essential through the recruitment of competent personnel, budget optimization, and technological modernization. Moreover, comprehensive preventive strategies involving community participation and stronger inter-agency coordination are required to enhance the effectiveness of prostitution eradication efforts in Lhokseumawe City.*

*Keywords: Organizational Performance, Wilayatul Hisbah, Prostitution*