



Implementation of Tahfidz Program in Increasing Community Interest in Madrasah Diniyah

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ABSTRACT This study aims to describe the implementation of tahfidz program as an effort to increase public interest in madrasah diniyah and the factors that support it. This research uses qualitative methods (observation interview) with the type of case study research at madrasah diniyah Al-Matin in Sentol Pragaan village. This research resulted in several conclusions as follows: The implementation of the Tahfidz Al-Qur'an program can increase community interest in learning with the takrir method, as well as carrying out demonstrations of student memorization witnessed directly by the community and including students in Tahfidz competitions, as well as including the community in annual evaluations. The development of community interest in MDT. Al-Matin with the Tahfidz program has proven to increase, which is indicated by the increasing number of students at MDT. Al-Matin, which was originally only 16 students to 31 students and is also evident from the enthusiasm of the community in following the development of the Al-Qur'an Tahfidz program at MDT. Al-Matin Keywords: <i>Comunity Interest, Madrasah Diniyah, Tahfidz Program</i>			

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INTRODUCTION

Madrasah Diniyah is a religious education institution that has been recognized by the community and the government. In Constitution No. 20/2003 on the National Education System, it is stipulated that Diniyah Madrasahs are one of the educational institutions that provide education to students in the field of religion. (Dina & Rohmah, 2021; Hakim, 2019; Naim et al., 2022). Madrasahs provide classical education in Islamic religious knowledge to students together, at least 10 or more among children aged 7-20 years.

Meanwhile, the presence of pesantren/Madrasah Diniyah as an educational institution that continues to exist as a gateway and locomotive of Islam, especially Muslims, continues to competently maintain Islamic values and the sustainability of the quality of education in general. (Hamdi, 2019; Rojii et al., 2020). Furthermore, the community itself gives an assessment that the pesantren education system is something that is "original" or

"indigenous" to Indonesia. Of course, this in itself is positive and must be developed (Ferdinan & Ibrahim, 2018).

Based on the educational perspective, Madrasah is the only educational institution that is resistant to various waves of modernization. With such conditions, causing pesantren/Madrasah Diniyah to survive to this day. Since the launching of changes or modernization of Islamic education in various Islamic worlds (Kantor Urusan Agama Kecamatan Pleret & Muzayaroh, 2021; Sakinah, 2019), not many traditional Islamic educational institutions such as pesantren/Madrasah Diniyah have been able to survive. Most of them disappeared after being displaced by the expansion of the general or secular education system. Progressive and innovative values are adopted as a strategy to catch up with other education models. Thus, pesantren/Madrasah Diniyah are able to compete and at the same time compete with the modern education system. (Nizar, 2011).

Madrasah Diniyah/pesantren are independent educational institutions pioneered, managed and developed by Kyai/Ustadz. If traced, Madrasah Diniyah was born from something very simple (Hanafi et al., 2021; Hidayah, 2021; Rosmansyah & Alim, 2019). Someone who is known to have religious knowledge, who is then considered an Ustadz, provides himself to teach Islam. Starting from simple things about the basics of knowledge of Islamic teachings, such as how to read the Qur'an, to more in-depth knowledge, such as how to understand the Qur'an, tafsir, hadith, fiqh, tasawuf, and other similar knowledge. (Ferdinan & Ibrahim, 2018).

Seeing the collaboration between Madrasah educational institutions and the Tahfidz Al-Qur'an program is a special attraction for the community which is currently lacking enthusiasts. Therefore, we must realize that the community itself has a very important role in the existence and continuity and even the progress of educational institutions, especially Madrasah Diniyah. (Chen et al., 2020; Sugilar et al., 2020). At least one of the parameters determining the fate of educational institutions is the community. If there is an advanced educational institution or pesantren, it is almost certain that one of the success factors is maximum community involvement. So here the key to public trust becomes one of the determining factors of the educational institution or Madrasah itself.

The presence of Diniyah Madrasahs that are still intensely implementing the Tahfidz Al-Qur'an program is extraordinary. (H. Wang et al., 2019; W. Wang et al., 2019; Zhou et al., 2019), because nowadays the times have changed and the orientation of parents is different because they are no longer interested in sending their children to pesantren, let alone including them in the Tahfidz Al-Qur'an program or memorizing the Al-Qur'an.

At MI Guppi Jepara Wetan Binangun Cilacap, the success of the Madrasah head's efforts or strategies in improving the image of the Madrasah through the Tahfidz program received public attention. (Huang et al., 2019; Rajagopalan et al., 2020). As well as making a distinctive feature and a pride in itself both for Madrasah, students, and parents. And in Madrasah Diniyah Al-Bazariyyah Tempursari Wungu Madiun, the development of the Tahfidz program has an important effect on shaping the character of students in life such as discipline, achievement, independence, morality and honesty. (Dina & Rohmah, 2021). At

SMPT Robbani Kendal there is a very strong influence between the Tahfidz program on parental interest.

Conditions before Madrasah Diniyah Takmiliyah Al-Matin in Tengginah Sentol Laok Hamlet, Pragaan District Sumenep East Java held a Tahfidz Al-Qur'an program. (Gabriela et al., 2022; Kartel et al., 2022; Qureshi et al., 2022), The situation of students in Madrasah Diniyah Takmiliyah Al-Matin has no development and only programs like Madrasah Diniyah in general, even those who attend madrasah are only about a dozen students as well, lack of support from the community to motivate their children to carry out activities in Madrasah. However, after Madrasah Diniyah Takmiliyah Al-Matin held a Tahfidz Al-Qur'an program, the program became the main attraction for the surrounding community so that the condition of the students of Madrasah Diniyah Takmiliyah Al-Matin increased from only 16 students to 31 students and with the Tahfidz Al-Qur'an program. (Dewi S et al., 2022; Keshav et al., 2022), Madrasah Diniyah Takmiliyah Al-Matin answers the doubts mentioned above. Apart from continuing to exist to hold religious-based programs, but the main attraction to the surrounding community is because it makes a student activity program in the form of Tahfidz Al-Qur'an.

RESEARCH METHODOLOGY

This research is a field research with a qualitative approach with a type of case study research. The data sources in this study were obtained directly from the principal, several teachers and students at the Al-Matien Islamic school using interview, observation and documentation techniques within a period of five months. Then the data collected was analyzed with data condensation procedures, data presentation and conclusion making. As for checking the validity of the data, researchers used source triangulation techniques.

RESULT AND DISCUSSION

The application of the Tahfidz program in increasing community interest in Tengginah Sentol Laok Hamlet (case study of school interest in MDT. Al-Matin).

Tahfidz program in learning with the takrir method, In increasing community interest in Madrasah Diniyah, MDT. Al-Matin implements a superior program in the form of the Tahfidz program. (Demina et al., 2022; Hikmah et al., 2022). This is in line with Heryati and Muhsin's statement that one of the ways that an institution can take to attract more customers, institutions need to provide different and superior offers, such as the superior programs offered by educational institutions so that they give a special impression on their products. (Hetayi & Muhsin, 2014).

Adapun program Tahfidz di MDT. Al-Matin diselenggarakan dengan takrir method is one of the methods used in memorizing the Qur'an in addition to other methods, in the form of Bin-nazhar, Tahfīzh, Talaqi, Tasmi' methods. (Implementasi Program Tahfidz [Studi Kasus Di Mts Sultan Agung Jabalsari Sumbergempol Tulungagung], 2019). The use of the takrir method is expected to make it easier for students to maintain memorization, considering the age of the students who are still quite early because the takrir method is indeed a method of repeating memorization that has been deposited with the teacher.

(Anoum et al., 2022; Firman et al., 2022; Ilham et al., 2022). Takrir is done so that the memorization that has been memorized can be maintained properly and not forgotten. (Saleha, 2021).

Conducting demonstrations of santri memorization witnessed directly by the community and including santri in Tahfidz competitions.

As a form of promotion related to the Tahfidz program implemented at MDT. Al-Matin as well as evaluating the effectiveness of the program, MDT. Al-Matin conducts a demonstration of student memorization witnessed directly by the community and includes students in Tahfidz competitions. Because people will believe in the quality of something when they witness the evidence of that quality for themselves without being manipulated. (Hartini et al., 2022; Safitri et al., 2022). As explained in Dina and Romlah that one of the strategies in increasing public interest in relation to the Tahfidz program is the need for real, honest, non-imaging information about the Tahfidz Al-Qur'an program, so that santri / student guardians can see firsthand how the Tahfidz Al-Qur'an program is without being made up. (Dina & Rohmah, 2021).

Include the community in the annual evaluation, The community as one of the consumers of educational institutions is now more critical in choosing educational institutions. The attitude of the community requires educational institutions to maintain and improve the positive image of the institution in the eyes of the community. Therefore, including the community in the annual evaluation is needed to build a good relationship between the institution and the community and the institution can answer every need and desire of the community because the target of the institution's program is indeed the community who entrusts their children in the institution. This is described in Dina and Romlah that no organization can run well without a good relationship with the surrounding community. (Najeed et al., 2022; Nopiana et al., 2022), While the general purpose of the public relations program is to create a harmonious relationship between the educational institution it represents and the community or stakeholders, so that the expected goals can be realized, especially the creation of a positive image, good will, mutual respect and tolerance between the two parties involved. Because it is the parents (community) who are the target of the Tahfidz program. (Maskur, 2018). In addition, Dina and Romlah also revealed that among the strategies in increasing public interest is often conducting socialization and discussion with the santri / student guardians to avoid differences in understanding and good relations between Madrasah and santri / student guardians remain well established. (Dina & Rohmah, 2021).

Development of Community Interest in Tengginah Sentol Laok Hamlet towards MDT. Al-Matin with the Tahfidz Program.

Increase in students, The development of community interest in Tengginah Sentol Laok Hamlet towards MDT. Al-Matin with the Tahfidz program can be seen from the increasing number of students who take part in the Al-Qur'an Tahfidz program at MDT. Al-Matin, from 16 students increased to 31 students. As described by Nuraeni et al. That the indicator of success in increasing community interest is evident from the increasing number of students who experience an increase every year. (Nuraeni & Dkk, 2019).

So the increase in the number of students studying at MDT. Al-Matin after implementing the Tahfidz program is concrete evidence of the development of community interest in MDT. Al-Matin with the existence of the program. So that it raises an understanding that innovation or a new breakthrough is indeed needed by madrasahs, especially Madrasah Diniyah, in order to maintain its existence amid the swift flow of modernization of education and the shifting paradigm of our educational orientation.

Community enthusiasm in the development of the Tahfidz Al-Qur'an program.

The relationship between the community and the application of the Tahfidz Al-Qur'an program is two ties that cannot be separated, with the support of the community in the application of the Tahfidz Al-Qur'an program, the program will run well because the community is the target or object of the program implemented by an institution. (Dianovi et al., 2022; Rohmalimna et al., 2022). Based on Lestari's writing, the process of implementing a program always involves three important elements, namely: 1) The existence of a policy program that is implemented, 2) Community groups who are the targets and benefits of the change and improvement program, 3) Implementation elements of both organizations and individuals who are responsible for the implementation and supervision of the implementation process of a goal.

The existence of an implemented policy program, In this case, the program implemented by MDT. Al-Matin, namely the Tahfidz Al-Qur'an program. Community groups who are the targets and benefits of the change and improvement program, In the context of implementing the Tahfidz program at MDT. Al-Matin, the target is the people of Tengginah Sentol Laok Hamlet. Implementation elements of both organizations and individuals who are responsible for the implementation and supervision of the implementation process of a goal, In this case is MDT. Al-Matin as the implementer of the program, Tahfidz teacher as the implementer, the principal as a supervisor and evaluator related to the program and the ranks of other teachers as assistants in the program.

So these three elements must exist and must run in unison so that it can be said that the program is well implemented. And when the enthusiasm of the community as the object or target of the program is high, which is an indicator of their great interest, then the success of a program will be a necessity. (Nadya et al., 2022; Rahmah et al., 2022). Begitu pula dengan Tahfidz program implemented at MDT. Al-Matin Dusun Tengginah Sentol Laok.

From the results of research through interviews, observation and documentation, it shows that the existence of the Tahfidz Al-Qur'an program can increase community interest, this can be seen from the increasing number of students at MDT. Al-Matin, which initially only 16 students increased to 31 students and the enthusiasm of the community in supporting the program by actively taking their children to MDT. Al-Matin every afternoon. The study of the results of this research is in accordance with the theory presented in the previous chapter.

CONCLUSION

This research has the following conclusions: The implementation of the Tahfidz program in increasing the interest of the Tengginah Sentol Laok Hamlet community is

carried out through several strategies: Tahfidz program in its learning with the takrir method. Carrying out demonstrations of santri memorization witnessed directly by the community and including santri in Tahfidz competitions. Including the community in the annual evaluation. The development of community interest in Tengginah Sentol Laok Hamlet towards MDT. Al-Matin with the Tahfidz program can be said to be very effective, this is indicated by: The increase in students. The enthusiasm of the community in the process of developing the Al-Qur'an Tahfidz program.

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