

# CHAPTER I

## INTRODUCTION

### 1.1 Background

Nowadays, there are many institutions or organizations that develop tahfidz programs, such as schools and boarding schools. Pesantren which is the oldest educational institution in Indonesia, all institutions including pesantren are obliged to provide good service to the community. Through the purpose of establishing a boarding school or Ma'had is to achieve an integrated educational philosophy to produce huffaz but also have skills from all fields, such as memorizing and practicing the Qur'an. Educational planning is a decision taken to take an action within a period or depending on the planning period so that the implementation of a system or program becomes more effective and efficient, and produces quality graduates (Fatimah, 2020).

Islamic boarding schools are one of the means of proselytizing in Indonesia established by the Wali Songo to spread the teachings of Islam. Historically, it cannot be denied that pesantren is an educational institution that originated in Indonesia. Therefore, education in Indonesia notes that pesantren is the oldest form of indigenous educational institution in Indonesia. By providing activities that take place in pesantren, most of them aim to spread an understanding of Islam and practice Islamic teachings in daily life. Many wisdoms are studied in Islamic education, especially in Qur'anic education.

The Qur'an is a proposition in Islamic education and the core curriculum in all schools around the world because the Qur'an is the central message of Islam among various messages intended to strengthen Aqidah and the final faith (Vidia, 2018). The Qur'an is the word of Allah, which is worth a miracle, which was revealed to the Prophet Muhammad SAW through the intermediary of the angel Gabriel and conveyed to us mutawattir, reading it is considered an act of worship and will not be rejected, the truth of the Qur'an and its preservation until now is even more proven and accurate. The Qur'an is the most important way to be a pioneer and live life to the best of our ability, by maintaining the originality of the Qur'an such as reading and understanding and trying to memorize it.

Reading and memorizing the Qur'an is a very noble activity in the eyes of Allah SWT. During advancing times, as well as science and technology, many attempts have been made to falsify the contents or editorials in any form carried out by irresponsible people who spread false beliefs that are evil and contrary to the truth of the Qur'an. One way to maintain the purity

and authenticity of the Qur'an is to memorize and recite it regularly. Memorizing the Qur'an is very important and can be done by every Muslim. The Qur'an is a holy book that holds many greatness and miracles and its benefits, among others, the Qur'an is a book that is easy to memorize and understand.

Following the process of memorizing the Qur'an requires a person to have certain prerequisite skills, namely reading the Qur'an well, reading it correctly, and reading it fluently. Then start memorizing the Quran to create a good and strong memorization and be able to memorize the entire 30 juz of the Quran. Muslim individuals must follow specific rules to ensure that their memorization will be imprinted in their minds by using planned methods and strategies.

Memorizing the Qur'an is a classic model used by the Prophet with the aim of maintaining the sanctity of the Qur'an and is still used by some Muslims to maintain the sanctity of the Qur'an by memorizing. The Qur'an is a noble worship in the sight of Allah. So, every Muslim has an interest in maintaining the authenticity of the Qur'an by memorizing it, memorizing it from memorization is the most effective effort to maintain the purity of the great peace of the Qur'an (Huda, 2021).

Memorization is one of the methods used by educational institutions, be it schools, pesantren, or special educational institutions with the aim of memorizing the Qur'an. With a strategic plan that has been planned, it is a method that can be used to implement the plan that has been compiled into a real program to achieve the planned goals optimally. In addition, strategic planning also helps to remember and implement programs more effectively.

Thus, strategic is a very important knowledge in managing a program or institution. Strategic is also a tool to measure the extent to which a program or organization is implemented by the organizers of a program or stakeholders, so that the alignment of program objectives can be achieved easily, effectively, and efficiently. The use of strategies in planning and managing a program is very important to do, especially in terms of strategies in managing and maintaining a program that has been run. Therefore, the Klaten MBS strategy in maintaining excellence in the tahfidz program, can be interpreted as activities in the program and patterns of responses carried out by the Klaten MBS to achieve the objectives of the activities of the program, as well as maintaining the excellence of the tahfidz program in its environment (Ghufron, 2022).

One of them is the process of socializing the effectiveness of the Qur'an memorization program implemented at Muhammadiyah Boarding School (MBS) Klaten to all santri and

santriwati to further improve and maintain the excellence of the tahfidz program to attract the attention of the wider community. The Klaten Muhammadiyah Islamic Boarding School or also known as the Klaten Muhammadiyah Islamic Boarding School combines a modern education and madrasa system, which requires each student to undergo education for 6 years and continuous service for 1 year and offers superior programs at the Klaten Muhammadiyah Islamic Boarding School, especially Tahfidzul Qur'an and Tahfimul Qur'an (memorizing the Qur'an and understanding the Qur'an), as well as Taf'il. To maintain a superior Tahfidzul Qur'an curriculum, MBS Klaten provides good service to its students. Therefore, the pesantren needs the support of a well-planned system and strategy. One of the strategies mentioned here is the internal communication strategy in implementing planning, implementation, and evaluation to maintain the excellence of the tahfidz program at MBS Klaten.

MBS Klaten was founded by KH. Mr. Fakhruddin Sasmito, Lc., has its own characteristics, and this Muhammadiyah-based Islamic Boarding School is a modern boarding school where the education system is not only directed at religious education through many books but also equipped with science and modernity of Information technology. MBS Klaten also requires students to use Arabic and English as their daily language of instruction. Furthermore, MBS Klaten has the best college program, namely pesantren with the 3T program (Tahfidz, Tafhim and Taf'il Al-Qur'an). The progress of the Klaten MBS senior program certainly cannot be separated from the supervision and various strategies implemented by the Ustadz and Ustadzah caregivers so that the program can function and survive as the flagship program of Klaten MBS. MBS Klaten is located on Jl. Sergeant Sadikin, Number 1 Klaten Utara, Klaten (An-Nur MBS Klaten Mosque Complex, west of Klaten Gelarsena GOR, west of Klaten Al-Aqsa Mosque).

MBS Klaten targets to be able to reach at least 3 juz in a year, although efforts have been made, in reality there are still some students and santri who have difficulty in achieving Quran memorization. One of the obstacles is the large number of Quranic verses that are similar, so that many santri and satriwati are not fluent in memorizing the Quran. In addition, many students and female students start memorizing from scratch, making it difficult to speak and recite fluently. Therefore, to overcome difficulties and anticipate failure, an appropriate strategy is needed so that the Qur'an memorization program can continue to run and achieve success.

This research was conducted to find out how MBS Klaten implemented an internal communication strategy to maintain the excellence of the tahfidz program at MBS Klaten. The existence of MBS Klaten, which is a boarding school with a superior Tahfidzul Qur'an curriculum, can attract public attention and motivate all students to become memorizers of the Koran in a short time. The vision and mission of MBS Klaten is to realize the cadres of the association who are obedient, obedient, noble, knowledgeable, independent, and outstanding. One of the tasks is to implement tahfidz and tafhim Al-Quran. In addition, the persistence of the caregivers, Ustadz and Ustadzah continues to motivate their students with great enthusiasm to memorize the Quran.

Based on the background above, the author is interested in knowing more deeply by conducting research with the title, "Internal Communication Strategy of MBS Klaten in Maintaining the Excellence of the Tahfidz Program." It is hoped that this research can gain knowledge and information for researchers in particular, contributions to the Department of Communication and Islamic Broadcasting and MBS Klaten regarding the communication strategies carried out by MBS Klaten to maintain excellence in the tahfidz program being run.

## 1.2 Problem Formulation

From the background of the problem above, the problem that will be studied through this research is what internal communication strategy is carried out to maintain the excellence of the Tahfidz Al-Qur'an program at MBS Klaten?

## 1.3 Research Objectives

Based on the problem formulation above, the aim to be achieved in this research is to determine the internal communication strategy carried out to maintain the excellence of the Al-Qur'an tahfidz program at MBS Klaten.

## 1.4 Research Benefits

From the research objectives above, the benefits of this research are as follows:

### 1. Theoretically

This research is expected to provide new knowledge to the community in general about how the strategy used to maintain the tahfidz program has become superior and specifically it is hoped that the results of this study can be used as reference material in the literature of Islamic boarding schools that implement the Tahfidzul Qur'an program. This study is also

intended for similar research or as an example of new research, especially research related to achievement strategies in the superior Tahfidz Qur'an program.

## 2. Practically

This research is expected to be a strong foundation for maintaining the Qur'an tahfidz program at MBS Klaten. So that the results of this study can provide valuable information to identify activities carried out at MBS Klaten during the tahfidz program. In addition, it is hoped that the results of this study will also be useful to add to the existence and excellence of the tahfidz Al-Qur'an program at MBS Klaten.

## 3. Policy

This research is expected to have the potential to be a support in the development of other studies related to this topic. The information found in this study can provide a foundation and insight for further research that wants to explore or expand the understanding of how communication strategies, especially in contexts related to the world of organizations and educational institutions such as boarding schools.