

DAKWAH STRATEGIES IN INCREASING THE SPIRIT OF LOVE FOR THE QURANTO STUDENTS OF ASSUDANIYAH ISLAMIC BOARDING SCHOOL IN MEDAN

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ABSTRACT

Cottage Islamic boarding school as institution Islamic education has role important in form character and spirituality students through integration the values of the Qur'an. However, in the digital era, motivation intrinsic students For love the Qur'an often hampered by dominance motivation extrinsic and gadget influences , so that requires an effective da'wah strategy especially in Pondok Islamic boarding school Assudaniyah Medan. Research This aim For knowing the strategy of preaching For increase Spirit love the Qur'an, analyzing factor supporters and inhibitors , as well as formulate recommendation strategic . Research This use approach qualitative with design studies cases that are carried out through observation participants , semi- structured interviews , and analysis documentation to subject like figures , ustadz , musyrif , and santri . Data analysis was carried out with using the interactive model of Miles and Huberman, to ensure validity through triangulation . Research results revealing the strategy of preaching comprehensive which includes motivation sustainable , method learning diverse , and approaches emotional -spiritual. The strategy proven effective in build motivation intrinsic , accompanied by recommendation approach contextual-humanist for manager Islamic boarding school in face dynamics modernization .

Keywords : *Da'wah strategy , love towards the Koran, Islamic boarding schools , motivation intrinsic , digital era, approach emotional - spiritual.*

INTRODUCTION

Institution education Islam is also known as Islamic boarding school , is institution important Islamic education that helps student develop spirituality and character they with integrate religious principles to in curriculum they . This method offer profound Islamic principles and ethics in addition to information academic . According to study empirical , educational model Islamic boarding schools , which are based on the principles of the Qur'an and Hadith , are very helpful in development character student through behavior the role models of the apocalypse (Islamic scholars), the practice of worship, discipline , and understanding deep about religious teachings for face moral challenges of a globalized world (Kurniawan & Safitri , 2025). Specifically in form love towards the Qur'an, research in the environment Islamic boarding school show that use method habituation , role model and lectures on the Qur'an Keep going continuously effective in develop character love towards the Qur'an among students as guidelines live and be runway motivation religious they in read and practice contents of the holy book .

This study show that although activity recitation and memorization has develop become a formal and structured program in a number of school Islamic boarding school , motivation high intrinsic is not the only one influencing factors involvement student in activity This . Many studies has show that motivation student For memorizing the Quran usually consists of of two components main : motivation extrinsic which is influenced by pressure from parents , tahfidz teachers , and requirements institutional and motivational intrinsic arising from desire personal For become hafizh , bringing closer self to God, and fulfill need individual spirituality . However, in practice everyday life at the Islamic boarding school , often motivation extrinsic more stand out compared to

motivation intrinsic , so that Spirit Study students tend decrease If pressure formal rules and objectives do not balanced with strengthening personal spiritual awareness (Probowo , 2023).

(Sholeh & Sholehuddin , 2025) researched training programs that used exercise like mukhoyam Al-Qur'an and shows How integrate experience of the Qur'an to in activity education and recreation outside room can create environment learn more dynamic so that motivation student For memorizing the Qur'an increases in a way significant Because experience Study looks more contextual and motivating . (Almustafa et al., 2025) spiritual and emotional approaches are applied in a way directly by the supervisor through exemplary behavior and discipline give strong internal drive for students For still motivated in the process of memorizing the Qur'an, so involvement polytheists become element crucial in maintain motivation students at the Islamic boarding school . (Taufik et al., 2025) utilization digital technology and content creative in learning mentioned as a modern strategy that is capable support motivation Study students in context of the digital era, because digital media integration expands access to Qur'anic materials and facilitate participation active students in the learning process religious .

Although study previously has reviewing preaching strategies as well as motivation students in realm memorization and learning of the Koran, there are gap significant research gap , especially related with analysis specific regarding preaching strategies For increase Spirit love towards the Qur'an, not just competence technical in read or memorizing . Research that highlights context local Islamic boarding school certain , such as Cottage Islamic boarding school Assudaniyah Medan, is still very minimal, so that Not yet give description deep about practice preaching Qur'an in the region .

Novelty of research This lies in the emphasis study to dimensions affective and spiritual santri , in particular Spirit love towards the Qur'an, as well as knowing the implemented preaching strategies in a way contextual in Pondok Islamic boarding school Assudaniyah Medan. This study No only evaluate method the preaching that is implemented , but also its impact to attitudes , emotions , and bonds students with the Qur'an in life daily life , so that produce contribution innovative empirical in field studies preaching Islamic boarding school .

Need urge For produce generation santri (female students) Islamic boarding schools) in Islamic boarding schools that do not only capable read and memorize the Koran, but also develop love towards him and in a active practicing it , is base from urgency study this . Islamic boarding school expected can create tactics relevant and successful preaching in face modernization and the moral dilemmas faced generation young , make sure that the values of the Quran remain become base main in form personality students . With Thus , it is hoped that the managers Islamic boarding school will find study This beneficial in develop approach more Al-Quran preaching contextual and humane. In context this research This driven by desire researchers For understand tactics preaching used in the Islamic Boarding School Islamic boarding school Assudaniyah in Medan for deepen love student towards the Quran, especially in context the dynamics of the modern era are dominated by the use of technology in life everyday . For increase effectiveness preaching the Quran in context cottage Islamic boarding schools , research This aim For identify tactics applied preaching , identifying facilitating and inhibiting factors its implementation , as well as develop recommendation strategic .

With focus main activity reading the Quran as center research , it is hoped approach effective preaching For develop and strengthen love student towards the Quran can found through

observation , interviews , and documentation .

Study This expected capable give contribution intellectual for manager cottage Islamic boarding school , at the same time functioning as references for studies furthermore in development of more effective preaching strategies effective in the environment institutions Islamic education . In addition , research This anticipated can participate enrich progress approach innovative preaching .

METHODS

Study This emphasize understanding deep about tactics preaching For grow interest student towards the Quran in Islamic Boarding Schools Assudaniyah in Medan. Research This use method study qualitative with methodology studies case . Because it is possible analysis comprehensive and contextual to practice preaching the Koran is carried out in environment certain with consider background behind social , cultural and religious aspects of Islamic boarding schools as organism integrated , engineering studies case selected (Yin, 2018).

Leadership Islamic boarding school , ustadz / ustadzah (preacher), facilitator memorization (musyrif) tahfidz), and active students involved in activity studying the Koran is among them subject selected research in a way intentionally . Participation direct they in development , implementation , and acceptance tactics Al-Quran preaching in Islamic boarding schools taken into account moment choose subject this (Sugiyono , 2022). The strategy of preaching the Qur'an, which includes approach preaching , techniques used , as well elements that encourage and inhibit love student towards the Qur'an, is object study This .

Semi- structured interviews , observations participants , and documentation used For collecting data. The purpose of observation participants is For see in a way direct How student introduce the Koran and get involved in activity preaching in life daily they . Experience , perspective , and meaning subject related technique applied preaching investigated through semi-structured interviews ; files activities , learning programs , and documents school Islamic boarding school is used as supporting data (Moleong , 2021).

Use paradigm Miles and Huberman's interactive , which consists of from data reduction , data display , and compilation conclusion , qualitative data analysis conducted . Researchers capable get comprehensive and sustainable understanding about the phenomenon that they learn because of the analysis process This ongoing simultaneously with data collection (Miles, Huberman & Saldana , 2014).

With compare data from observation , interviews , and documentation from a number of informants , triangulation strategies sources and procedures used For ensure data validity . Procedure This used For ensure consistency information and improve validity as well as reliability findings research (Creswell & Poth, 2018).

RESULTS AND DISCUSSION

Preaching strategy in Islam refers to a systematic and structured approach For convey Islamic teachings to people human , with Meaning guide they going to goodness , truth , and compliance to Allah SWT. Da'wah No solely is transmission information , but rather involving a wise , patient , and efficient method For transform behavior as well as understanding individual or community . In the Quran, several the verse that became basic strategy of preaching between other

أَدْعُ إِلَى سَبِيلِ رَبِّكَ بِالْحُكْمَةِ وَالْمَوْعِظَةِ الْحَسَنَةِ وَجَادِلْهُمْ بِالَّتِي هِيَ أَحْسَنُ إِنَّ رَبَّكَ هُوَ أَعْلَمُ بِمَنْ ضَلَّ عَنْ سَبِيلِهِ وَهُوَ أَعْلَمُ بِالْمُهْتَدِينَ

" Call (people) to road Your God with wisdom and good teaching and debate they with good way . Indeed, your Lord is He who knows best who is astray from His way and He is (also) better know who gets it instructions ." (Ministry of Religion of the Republic of Indonesia, 2025).

For practice preaching in Islamic boarding schools , verses This offer framework methodological and normative . This verse highlight importance do preaching with use three method Main : wisdom , good understanding , and good reasoning . The ability of kiai (Islamic scholars) and ustaz (Islamic teachers) to modify technique guidance they in accordance with age students , background behind education , and factors psychosocial is sign wisdom in context Islamic boarding school . In order for da'wah No only nature doctrinal but also educational and transformative , methods This implemented through proportional selection of learning modes , such as inclusion bandongan (group students), sorogan (group students), and discussion topic (Ilzania & Iman, 2024).

In Indonesia, Islamic boarding schools is institution traditional Islamic education place student can live and study the Quran and other Islamic teachings . In addition to functioning as institution education officially , they also function as community social religious formation spirituality and character student through method integrated life .

School Islamic boarding school offers education comprehensive with help student live it Islamic ideals through scripture study , worship routines , exemplary teachers , and activities everyday life rich in Islamic moral and spiritual values . School Islamic boarding school is able form character religious student through paradigm education based life this , which is visible in view social and ethical daily as well as their worship behavior . In addition , studying the Quran at school Islamic boarding school includes aspect affective and spiritual besides aspect cognitive through exercise memorization , analysis verses , and application the principles of the Quran in life daily students (Badiana et al ., 2025).

Research also shows that activity Tahfidz Al-Qur'an in a significant contribute to development discipline students' self-esteem , accountability , and spiritual awareness , which in turn push attachment emotional and loving towards the Quran as guidelines life (Harahap & Nasution, 2025). As a result , schools Islamic dormitory functioning as place For in-depth teaching of the Quran . Through an organized and continuous educational process , students No only learn text holy but also to live it meaning spirituality and apply it in a way practical in life social and religious (Iskandar et al ., 2025).

Islamic boarding school Assudaniyah in Medan is a place where children can growing . Islamic boarding school This offer quality religious teaching high , including the Quran memorization program . The goal is is For grow love student towards the Quran as guide their lives and spiritual needs , in addition to reading and memorizing . In addition , Islamic boarding schools This allocate time more Lots For memorizing the Quran. Students participate in exercise tahsin , tasmi ' , and murajaah during timetable class more memorization long , lasting from at 7:00 am until

10:30 a.m. , according to interview with Ustad Sugi, a instructor memorizing the Koran in Islamic boarding schools Assudaniyah in Medan.

Tahfidz technique emphasized in thinking Islamic education as an overall process with component cognitive , emotional , and spiritual. According to Imam Al- Zarnuji's theory about memorizing the Qur'an, which he developed in his work Ta'lim Al- Muta'allim Tariq Al- Ta'allum (12th century AD), memorizing the Qur'an is not just memorization mechanical , but rather integration between read with right (tahsin), listening in a way active (tasmi '), and repetition periodic (muraja'ah) for form deep understanding and love towards the Qur'an. Research latest support this strategy with show that this strategy increase motivation intrinsic students and power remember they .

At the Islamic Boarding School Assudaniyah in Medan, memorizing the Koran is not Again viewed as routine practice , but rather as technique education purposeful preaching For develop character religious student in a way holistic and fosters a sense of love and understanding . According to research , environment supportive learning , solid interpersonal relationships between teachers and students , and teaching strategies that connect memorization with the meaning and spiritual values of the Qur'an in all own impact significant on motivation intrinsic student For memorize text said . According to study empirical research conducted at Islamic Boarding Schools Tahfidz , coaching and mentoring Halaqah by Musyrif Tahfidz is very important For increase motivation students and quality retention through approach long-term emotional and spiritual long (Mendamayanti et al., 2025; Almuthafa et al., 2025).

Vision and Goals of Islamic Boarding Schools in Cultivating Love for the Quran

Assudaniyah Islamic Dormitory explain How the goal For grow love towards the Quran is based on growth character religious , authentic , and independent students . Ideals Pancasila , which prioritizes sincerity , simplicity , and Islamic brotherhood , are instilled in life daily student For fulfil objective this . According to interview with Mr. HM Dahlan Yusda, Lc., M.Hi. , head of the Assudaniyah Islamic Dormitory in Medan, vision This more from just a slogan; a vision This realized in activity daily including events that emphasize independence and freedom Study in accordance with each person's talents . This method emphasizes on the character and spiritual awareness of students in addition to ability read and memorize . Instead pressed For fulfil goals that have been determined , students allowed For express creativity they with observe more friends experienced .

Because of students motivated by behavior positive friends they , tactics learning that encourages involvement student in Al-Quran activities can increase motivation intrinsic . The worldview of Islamic boarding schools , which places great emphasis on sincerity and serenity in the process of learning the Qur'an, shows orientation strong spiritual education in development students . These results consistent with research (Surya & Dartim , 2025), which found that approach contextual to learning the Qur'an in environment Islamic boarding schools and activities daily student can increase effectiveness of the learning process and fostering attitude religious student .

Develop students who make the Koran into base attitudes and behavior daily is objective education at school Islamic boarding school . Students accept guidance about How implement and integrate the values of the Quran in life social they are beside control memorization . According to study this , success student in participate in a way regular in the Al-Quran memorization program

and achieve objective memorization they are highly influenced by motivation intrinsic , which includes love towards the Quran, intention sincere because of God, and aspirations For achievement memorization personal . In matter studying the Quran, students who have level encouragement high intrinsic usually more disciplined , tough , and persistent .

School administrators Islamic boarding school emphasizes that enthusiasm student towards the Quran must grow in a way organic as results from awareness default they than below coercion or pressure that only based on objective memorization . This method represent principle internalization mark in Islamic education , which views the Koran as guide life that influences attitudes , actions , and habits public student than only text that must be memorized . According to research , development character religious students and implementation the teachings of the Qur'an in life everyday life is greatly influenced by the internalization process the values of the Qur'an through habits , role models , and environment religion in schools Islamic boarding school .

Da'wah Strategy in Build Love Students Against the Qur'an

Islamic boarding school Assudaniyah in Medan has approach preaching comprehensive and effective Quran- based education. Quranic education includes activity preaching extracurricular activities outside class , such as lectures , competitions memorization and religious events others , besides activity Islamic Boarding School This create curriculum relevant and contextual preaching that allows student For involved with public wide outside class through tabligh (spreading Islam), da'wah safaris , and activities religious others . With give experience direct to student in apply the principles of the Quran outside class , method This strengthen love they towards the Quran well in a way conceptual and practical , which improves passion and dedication they to life religious (Pasaribu & Faridah, 2025).

One of tactics The main thing used by school teachers Islamic boarding school for grow more appreciation big towards the Qur'an is motivation . According to interview with Ustadzah Lia, the teachers Keep going give motivation This through guidance , appreciation , and role models . Examples of extrinsic motivators that aim For increase passion and dedication student towards the memorization process is giving scholarship to abroad to successful students memorize 30 juz of the Qur'an. According to Self -Determination Theory , if incentive extrinsic focused on improving motivation intrinsic student through spiritual interpretation and growth of a sense of competence self , thing That can functioning as the first effective stimulus . In addition , the technique the most common motivation in Islamic education is example educators (uswah and qudwah), where the teachers No only convey guidelines and objectives memorize but also provide example specific about morality , discipline , and devotion to the Koran. It's been proven that role teacher role models are very important for ideal assimilation of the Quran by students and for motivation those who are sustainable For learning (Juju & Yusuf, 2024).

In addition , the school Islamic boarding schools use teaching strategies For prevent student become bored . The technique that has been succeed increase enthusiasm student covering cooperative muroja'ah (recitation) , tasmi ' (recitation) , and competition memorize . Remember timetable student almost all of it dedicated For memorizing the Quran, school Islamic boarding schools often enter activity addition like hadrah (reading of the Quran) and mufrodat (reading of the Quran) for prevent excessive fatigue . As a result , activities This arranged such appearance For offer diversity and avoidance boredom .

Approach Emotional and Spiritual Health of Students

One of characteristics main preaching the Koran at the Assudaniyah Islamic Dormitory is approach emotional and spiritual. The Quran is taught to student as source calm in live and as spiritual needs . This strategy implemented through interpersonal communication , genuine inspiration , and empowerment principles the basis that exists in the Quran. This method has succeed help student develop connection deep emotional with the Quran.

Important part from the learning process is spiritual guidance through introspection and practice reflection self. According to talks with the head of the Islamic dormitory, students participate in session reflection self every the night where the leader give directions and advice directly. This result consistent with research (Surya & Dartim , 2025) which shows that enter spiritual guidance to in teaching of the Quran can increase dedication student For uphold High etiquette and memorization of the Koran . Approach students at Islamic boarding schools Assudaniyah towards the Qur'an is marked with domination prominent Qur'an activity . Approximately 80% of the time Study student dedicated For reading , memorizing , and deepening the Qur'an, with busy schedule in the morning day between at 7:30 and 10:30 WIB, according to findings interview with Ustad Sugi, tahfidz polytheists. Intensity This show that the learning process memorization more emphasize depth understanding verses studied than just quantity memorization . Components key in fertilize love student towards the Qur'an is role educator in give individualized direction and attention, so learning focused on understanding and appreciation the ideals of the Qur'an rather than just exercise mechanical. Compared with an informative strategy that only focused on achievement objective memorizing, approach persuasive that prioritizes empathy , involvement dialogic , and individual guidance is proven more succeed in increase participation students and motivation Study .

Challenge Da'wah of the Qur'an in the Digital Era

Influence digital technology, such as telephone mobile, which can lower motivation learning and ability memorizing , especially after vacation, is one of the obstacle main in grow love towards the Quran among students at the Islamic Boarding School Islamic boarding school Assudaniyah Islamic Boarding School Islamic boarding school the apply regulations that prohibit use telephone mobile in the environment school as action prevention . For limit use electronics at hom , cottage Islamic boarding schools also maintain close relationship with parents. According to administration cottage Islamic boarding school, regulations This has succeed guard focus students in Al-Quran activities during they go to school. According to A studies certain things that are done in the environment cottage Islamic boarding school , ability student For concentrate on studies they are heavily influenced by policies that prohibit use telephone mobile . According to research conducted at the Pondok Islamic boarding school Assudaniyah , students who do not use telephone they generally more capable focus on studies and activities religious they . This is especially Because they not enough distracted by technology and spending more A little time For that (Purwanto et al ., 2025).

Supporting and Inhibiting Factors Implementation of Al-Quran Da'wah Strategy

Strategy for preaching the Koran in the Assudaniyah Islamic Dormitory has succeed

implemented thanks to the awards program student like race speech , competition reading the Koran, and appreciation quarterly. Initiatives This has succeed increase motivation student For learn and grow a sense of pride in studying the Quran. These results consistent with Self-Determination Theory, which states that people are more motivated For Study when they feel competent and effort they appreciated. The Islamic dormitory prioritizes confession social above profit material that inspires student For grow deep love towards the Quran.

A significant supporting role is also played by the limited and regular use of digital media, such as screening of inspirational videos and online interaction with alumni studying elsewhere. Without damage principles of Islamic dormitories, digital media can used For strengthen message inspiring and contextual preaching. This is consistent with modern views on preaching , which highlights importance media adaptation in convey Islamic teachings to remain relevant with the times (Hidayat & Asyafah , 2021).

In addition , research This find a number of obstacle to implementation tactics preaching the Koran at the Assudaniyah Islamic Dormitory. Pressure Friend peers and laziness student is challenge main, especially for non-boarding students who do not live in a dormitory. Some student experience decline consistency in involved in Al-Quran activities as consequence from interaction they with environment external that is not support . This result consistent with idea influence social and friends peers, who stated that Friend peers own impact significant to behavior teenagers. Internalization character religious groups formed in Islamic dormitories can reduce in environment social that is not uphold high norms of the Quran.

Implementation punishment that is not own impact deterrent is other obstacles. Students usually see punishment administrative as formality If No accompanied by with development values and approaches education. In addition, optimization tactics preaching and memorization process hampered by the infrastructure and facilities of Islamic dormitories that are not adequate , such as lack of technology and facilities that enable Quran learning . Situation This exacerbated by the lack of power teacher , who makes impossible For give guidance intensive and individual to students, especially in matter understand character and condition psychological they. Problem This can reviewed from corner view management Islamic education , which highlights how the importance of educational programs For reach balance between objective institutional, availability source Power humans and infrastructure as well as facility adequate support .

With Thus , the factors inhibitor the show that success preaching Quran No solely determined by the method as well as intention Good educators, but also requires support structural , managerial , and source sufficient power to ensure implementation of da'wah strategy ongoing optimally and sustainably.

Perspective Students towards the Love of the Qur'an

Students sons and daughters at the boarding school Islamic boarding school Assudaniyah interpreting the Qur'an as guide life as well as supplies for the future , so that motivation they in read as well as memorizing the Qur'an is dominated by motivation intrinsic , such as personal awareness , serenity inner , as well as desire For make parents happy . Findings This in harmony with Self-Determination Theory, which emphasizes that motivation intrinsic appear when individual own awareness autonomous , connection emotional , as well as objective personal in activity learning . The role of role models as well as motivation from ustadz , ustadzah , and musyrif

memorization has proven give influence significant to enthusiasm students, especially if the approach applied reach dimensions emotional and spiritual, not just formal sanctions. This is strengthen view that in Islamic education, approach social-emotional and spiritual more effective in form commitment learning as well as character religious students compared to with approach discipline that is repressive (Passarizal et al., 2025; Saikhudin & Yeli, 2024).

CONCLUSION

Study This conclude that the strategy of preaching at the Islamic Boarding School Islamic boarding school Assudaniyah Medan is effective in increase love students towards the Qur'an through studies case qualitative . Comprehensive strategy covering motivation sustainable through advice, appreciation , and role models educators; variations method learning like muroja'ah together, tasmi', and activities creative; and approach emotional -spiritual through personal dialogue, self-reflection , and strengthening the meaning of the Qur'an as spiritual needs. The vision of the Islamic boarding school emphasizes character religious and the Qur'an as guidelines life realized in activity daily that encourages motivation intrinsic. Supporting factors main are appreciation programs (competitions, awards), controlled digital media, and role models consistent ustadz / musyrif . Challenge like the influence of gadgets is overcome with prohibition telephone handheld, while inhibitor covering laziness students, influence Friend peers, punishment not enough effective, and limitations means. Perspective students highlight motivation intrinsic, where the Qur'an is viewed as source peace and provision for the future .

In a way overall, research This contribute empirical aspects spiritual affective with recommendation approach humanist contextual. Manager Islamic boarding school can adopt adaptive strategies like personal assistance and integration technology positive For form conscious students practicing the Qur'an in the era of modernization. Research continuation in other Islamic boarding schools is required For validation more wide.

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