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CURRICULUM MANAGEMENT AS CUSTOMER TRUST IN THE QUALITY OF MEMORIZATION OF QUR'AN STUDENT

by Abd Basid

CURRICULUM MANAGEMENT AS CUSTOMER TRUST IN THE QUALITY OF MEMORIZATION OF QUR'AN STUDENT

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Abstract :

This study aims to determine the improvement of the quality of memorization of the Qur'an where the number of students who memorize the Qur'an is not following the rules of tajweed and less than optimal quantity and quality of memorization is the focus of this study. This research method aims to determine the effectiveness and quality of memorization of the Qur'an students to find out changes before using the curriculum and after using the curriculum. This study used a qualitative approach and data collection techniques in this study using observation and interviews. Data analysis used is data display, data reduction, and decisions taken. From the results of the study, it can be concluded that the overall curriculum process applied in the Tahfidz Program runs well and can increase the quantity and quality of memorization of the Qur'an students. Although there are some technical obstacles, the existence of a curriculum can help in improving the quality of memorization of the Qur'an students and increasing customer trust in the surrounding environment and community.

Abstrak:

Penelitian ini bertujuan untuk mengetahui peningkatan kualitas hafalan Al-Qur'an dimana banyaknya santri yang hafal Al-Qur'an tidak mengikuti kaidah tajwid serta kuantitas dan kualitas hafalan yang kurang optimal menjadi fokus penelitian ini. . Metode penelitian ini bertujuan untuk mengetahui keefektifan dan kualitas hafalan Alquran siswa untuk mengetahui perubahan sebelum menggunakan kurikulum dan setelah menggunakan kurikulum. Penelitian ini menggunakan pendekatan kualitatif dan teknik pengumpulan data dalam penelitian ini menggunakan observasi dan wawancara. Analisis data yang digunakan ada display data, reduksi data, dan pengambilan keputusan. Dari hasil penelitian dapat disimpulkan bahwa secara keseluruhan proses kurikulum yang diterapkan pada Program Tahfidz berjalan dengan baik dan dapat meningkatkan kuantitas dan kualitas hafalan Al-Qur'an santri. Meskipun terdapat beberapa kendala teknis, namun keberadaan kurikulum dapat membantu dalam meningkatkan kualitas hafalan Al-Qur'an siswa dan meningkatkan kepercayaan pelanggan terhadap lingkungan dan masyarakat sekitar.

INTRODUCTION

Significant developments in education, especially in the field of memorizing the Qur'an, in this case, the majority of Islamic Boarding Schools are now establishing the Qur'an Tahfidzul Institute and facilitating students whose interests and talents to memorize the Qur'an with different focuses, including the Finger Qur'an, quantity and the quality of memorization, tafsir, and others. The priority areas are designed with methods and used as a curriculum to produce the expected output.

The world of education is experiencing very rapid development along with global competition. Not a few people built the Qur'an Tahfidz Institute which focuses on memorizing the Qur'an and facilitating students who have an interest and talent for memorizing the Qur'an. Planning is needed how to improve the quality, quality, and good strategy in the process of memorizing the Qur'an. The process of memorizing the Qur'an is not an easy thing to do, and the problems of the educational curriculum and the percentage of student achievement that is not following academic planning need to be underlined. Of course, the community has an important role in the existence, sustainability, and progress of the tahfidz program institution to improve the quality of memorization of the Qur'an. Optimizing the quality of memorization of the Qur'an is a form of maintaining public trust. One of the efforts to maintain the preservation of the Qur'an by memorizing it because of the law of memorizing the Qur'an is fardhu kifayah (Nurbaiti et al., 2021).

The process of memorizing the Qur'an is not an easy thing, achieving the goal requires a strategy that can improve the quality, quality, and good strategy in the process of memorizing the Qur'an (Ifadah et al., 2021). However, even though the Qur'anic tahfidz institution has problems with the curriculum, it is certainly related to the learning outcomes of students who still have not reached the predetermined targets and it is the responsibility of the tahfidz institution. To maintain public trust, what strategy is done to optimize the quality of Qur'an memorization and recitation?

With the thought of the urgency of realizing curriculum management in Nurul Jadid Islamic Boarding School Al-Mawaddah Area, Tahfidz Institute is the main need to survive between competition and globalization and for future developments. From year to year, the tahfidz program is getting denser in demand, both from the Nurul Jadid Islamic Boarding School and outsiders. This is because the curriculum management applied is very influential with the quality of memorization of the Qur'an students owned so that it attracts the attention of many students outside tahfidz and the wider community.

The curriculum is a basic provision in the observation of education and the key to the development or failure of an institution that is realized Curriculum management can affect several strategies, namely: first, preserving various cultures that are a legacy of the past in collaboration with the era of globalization that can maintain. various influences of the noble values of society. Second, select

and evaluate everything that is considered useful for students. Third, the curriculum must have new things so that they can develop every potential of students to play an active role in the social life of the community (Prasetyo &; Hamami, 2020). On the other hand, the curriculum applied needs to always be improved in terms of planning, implementing, and evaluating to improve the quality of memorization of the Qur'an santri (Rohmatillah &; Shaleh, 2018).

The implementation of the curriculum in institutions has several special tasks that are indispensable. The following is an explanation of some of the tasks that are as curriculum management functions, namely: 1. Managing curriculum planning, as a management guideline that contains the necessary instructions, namely about individual types and sources, used as learning media, monitoring and evaluation systems, the last is some of the roles of energy elements to achieve management goals. 2. Managing curriculum implementation, efforts to realize ideas, some values, and concepts that can be interpreted as the actualization of the curriculum in the form of learning. Some factors that can affect curriculum implementation are curriculum characteristics, implementation strategies, assessment characteristics, teacher knowledge of the curriculum, and directing skills. 3. Managing curriculum evaluation, defined by some experts curriculum evaluation is one of the systematic efforts for the curriculum to be unified and then considered related to the value and meaning of the curriculum in a particular context (Pitriani Nasution, Eka Lestari, 2023).

The curriculum management system is not spared from changes in natural law, which is a combination of traditional and modern Islamic boarding schools in the curriculum management system to answer all problems and obstacles that occur in the community, because the enthusiasm of the community for Islamic boarding schools is very influential, so that in control, of course, it is very necessary to pay attention to challenges in the wider community (Mugiarto, Rita Sulastini, 2021). The curriculum is one of the efforts in an institution to design also affects students so that they can learn compactly and independently and achieve targets that are following the curriculum (Priyono et al., 2021).

Research on the quality of memorization has been carried out by several other studies such as research conducted by Rita Sulastri at the Ell-Futhah Balupayung Patimun Islamic Boarding School Cilacap with the title "Implementation of Curriculum Management and Assessment to Form Insan Kamil" researchers discussed how students become human kamil in addition to memorizing the Qur'an, students are required to study the Qur'an ibn nadzar and bil ghaib. The following research by Nor Rochmatul Wachida with the title "Self Management in Improving the Quality of Memorization of the Qur'an" researchers discusses what is a reference in improving the quality of memorization and maintaining the authenticity of reading with the process of mujahadah, a very long and long tirakat. Another research Siti Rohmatil at the Salafiyah Syafi'iyah Al-Azhar Islamic Boarding School with the title "Curriculum Management of the Tahfidz Al-Quran Program at the Salafiyah Syafi'iyah Al-Azhar Islamic Boarding School Mojosari Situbondo" also examines students who can memorize the Qur'an well, fluently following the rules of tajweed and can

memorize with the Qur'an fluently and fluently. And Made Saihu's latest research entitled "Integrative Curriculum Management at Subulussalam Kresek Islamic Boarding School Tangerang" researchers stated that curriculum integration is considered important because it maintains the existence of pesantren to remain relevant in providing education and meeting the needs of the community with a comprehensive form of education. What distinguishes this research from other studies besides the quality of memorization is the maximum curriculum applied to increase customer trust in the surrounding environment and community.

RESEARCH METHODS

This research was conducted at Nurul Jadid Islamic Boarding School in Al-Mawaddah Tahfidz Program. Researchers chose the location because in addition to having a tahfidz program also refers to the curriculum which is the process of memorizing the Qur'an. Therefore, researchers want to examine how in the field more completely, clearly, and easily for researchers to make observations.

The approach taken in this study is qualitative so that the research procedure carried out can produce descriptive analysis data in the form of written words or findings that are observed directly in the field. Qualitative research methods are carried out based on empirical facts in the field without manipulation, data collection techniques are carried out by triangulation (combined observation and interview). Researchers make observations by participating and observing directly with the life studied, interacting with several students and related administrators then used for research data. The study was conducted from October 2022 to January 2023.

FINDINGS AND DISCUSSION

The Tahfidz program was established at the end of 2013. Before the establishment of the Al-Mawaddah Regional Tahfidz Program, students who wanted to memorize the Qur'an at the Nurul Jadid Islamic Boarding School were focused in two places, namely the Az-Zainiyah Region and the Zaid Bin Stabit Region so that many students wanted to memorize the Qur'an came out of the Al-Mawaddah Region, when after it was known that many students in the Al-Mawaddah Region wanted to memorize and some had memorized, So that the establishment of the tahfidz program aims to facilitate students for those who want to memorize and who already have memorized and preserve the Qur'an from time to time. In maintaining the quality of memorization of the Qur'an, management related to memorization of the Qur'an is needed. Before the existence of a student curriculum that was just memorizing it was less serious because there was no target campaign The output produced does not provide an overview of the Qur'an memorization process and also cannot manage time because of many other obligations besides Qur'an memorization activities (Saputra, 2021). In this problem, it is necessary to memorize the Qur'an santri curriculum, so that the institution can provide views on the objectives, implementation of learning, and outputs obtained.

Self-management is one of the attitudes that make the quality of one's memorization of the Qur'an with steps and actions regulate and manage oneself from controlling the desire to achieve positive things, self-potential, and develop personal life for the better (Wachida et al., 2021). Lack of optimal time management is a problem that is often encountered by memorizers of the Qur'an, so it is quite difficult to eliminate this habit from a memorizer of the Qur'an (Yusra, 2019). The slow memorization of students and the quality of memorization that is less than optimal, the need for proper evaluation and planning of the learning curriculum on how to maintain the quality of memorization of the Qur'an. Some activities that have been compiled as criteria for maintaining the quality of memorization of the Qur'an are one day one juz, halaqah, deposit, muroja'ah, majlisan, and tasmi'. And this is very helpful in increasing interest, ability, and fluency in reading the Qur'an (Bahar, 2021). The quality of memorization of the Qur'an is good and correct with the criteria of fluent memorization, following the science of tajweed and makharijul letters (Apriadin, 2020).

From the results of his research, the curriculum planning process includes two scopes of formulating curriculum objectives and organizing curriculum content, because these two things are very important for the managerial process of curriculum planning (Saihu, 2022). The formulation of curriculum objectives illustrates the curriculum in the type of subjects to be implemented per semester or year. This planning is carried out to thoroughly find the best method to realize these goals. Organizing curriculum content is formed to facilitate the division of work to be more effective and efficient, good organizational structure control can facilitate supervision of each member, then establish good communication and harmonization between members who have connections in activities (Priyono et al., 2021). The existence of a curriculum is a component that has a planning role in the education system to clarify the achievement of targets and objectives that are clear and follow what is expected. The purpose of the curriculum that includes learning materials and materials does not only focus on factual information but also knowledge, skills, attitudes, and values, which indicate the learning process that must be relevant to the formulated teaching objectives (Suryana &; Ismi, 2019). Educators must be able to work together in the implementation of the curriculum that has been set because educators determine the progress of a nation to change the character of the next generation to make breakthroughs (Siregar et al., 2021).

In carrying out curriculum management, five principles must be considered, namely: 1. Productivity, curriculum management, aspects in curriculum activities, the results to be obtained must be considered, and how students can adjust to predetermined achievement targets. 2. Democratization, the implementation of curriculum management must be based on democracy placing implementers, managers, and subjects in their proper place. 3. Cooperative, curriculum management activities must work together from various parties to obtain the desired results. 4. Effectiveness and efficiency, to provide useful results with relatively short costs, goals, vision, mission, and time, it is necessary to consider effectiveness and efficiency in a series of curriculum

management activities. 5. Directing the goals, vision, and mission applied in the curriculum, curriculum management must be able to strengthen and direct goals, vision, and mission in the implementation process (Yuhasnil, 2020). The aspects that need to be assembled and planned in curriculum planning, there are 3: a. Objectives, b. Program and c. Schedule of activities. Goal: to create a generation of khairul ummah who are superior, knowledgeable and serve the community, have a balance in thinking and dhikr, and finally embody a personality of faith and piety (Ali et al., 2022).

There are several stages before and after memorizing the Qur'an to clarify the achievement of targets and outputs, and the following is the curriculum that has been implemented in the Tahfidz Al-Mawaddah Program, including 1. Material, for students who will memorize the Qur'an students, must learn, understand and be able to practice tajweed material as a whole and accompany the Santri reading with the term reading binnadzar by paying attention to readings that are following the rules of tajweed that have been learned. 2. Deposit, students who memorize must deposit their memorization 1 new page and 1 previous page to asatidz-asatidzah. The deposit of memorization of the Qur'an assessed is jayyid: this criterion is for students who have not been fluent in memorizing the Qur'an but are quite following the rules of tajweed and makharijul letters. Jayyid jiddan: this criterion is for students who have fluently memorized the Qur'an, but the rules of tajweed and makharijul letters are still not optimal. Mumtaz: this criterion is for students who are fluent in memorizing the Qur'an following the rules of tajweed and makharijul letters (Mashud, 2019). 3. Muroja'ah, students who are in the process of memorizing must work on the memorization they already have, muroja'ah is an obligation to always maintain memorization because muroja'ah continues that is the essence of memorization, and one's failure in memorizing the Qur'an is the lack of repetition of memorization of the Qur'an (Fitri Tanjung &; Mutiah, 2022) and advantages in the muroja'ah method can accelerate and improve the quality and quantity of memorization of the Qur'an (Nurnaningsih et al., 2021). For students whose memorization has reached 5 juz then muroja'ah 5 pages, for memorization that has reached 10-20 juz then muroja'ah 10 pages and who has completed memorization 30 juz then muroja'ah 1 to 2 juz. 4. Majlisan, after completing 1 juz santri must ajliskan (read 1 juz once sitting) memorization that has been deposited to the management, the application of muroja'ah activities can accelerate and improve the memorization of the Qur'an santri both quality and quantity (Nurnaningsih et al., 2021). This is used as an evaluation material for memorization of the Qur'an and a requirement for increasing juz for those who will continue memorizing the next juz (Husna, 2021). 5. Tasmi', which determines the good and bad quality of memorization of the Qur'an santri can be realized, one of which is the tasmi method (Shinta Ulya Rizqiyah, 2022). After completing the majlisan until juz 5 correctly and smoothly, students must perform '(read 5 juz per sitting) after being declared passed, students are allowed to continue the next juz and perform multiples of 5 juz. So that students can maintain the quality of memorization of the Qur'an owned in terms of fluency and accordance with the rules of tajweed.

The Tahfidz Al-Mawaddah program has several classes: this class, tahfidz class, the acceleration class, and khotimat class. First Tahsin class, Tahsin class is a class for students who will continue to tahfidz class. Several components will be taken for 1 year, including basic tajweed book material which includes shifatul letters, makharijul letters, tajweed, and nadzom tajweed which are studied 1 week and 6 times so that they can be completed within 1 semester. Then the deposit of memorization of the Qur'an 1 new page and 1 previous page has been deposited, for the class of tahsin juz 30, munjiyat, and surah Al-Kahf, which is completed in the next 1 semester and interspersed with a 5-page muroja'ah (deposit of memorization of the Qur'an that has been memorized) which is carried out 1 week 4 times. The second class of Tahfidz, the Tahfidz class is a class for students who are in the process of memorizing the Qur'an, the deposit of memorization of the Qur'an is 1 new page and 1 previous page that has been deposited, and in it, several components will be taken for 3 years, namely the first 1 year students can memorize 10 juz in 1 year interspersed with 5-10 pages of muroja'ah which are carried out 1 week 4 times, Santri who has completed the assembly of juz 1 to juz 10, then performs 10 juz at one time or one sitting. The second 1 year students can memorize 20 juz in 2 years and interspersed with 10-20 page muroja'ah which is carried out 1 week 4 times, students who have completed their per juz assembly from juz 11 to juz 20 are required to perform 20 juz at one time or one sitting. In 1 year the three students can memorize 30 juz in 3 years and interspersed with muroja'ah 1 to 2 juz which is carried out every day, students who have completed their juz assembly from juz 21 to juz 30 must perform 30 juz at one time or one sitting. The third Acceleration class, the Acceleration class is a class for students who do not continue formal education, deposit memorization of the Qur'an every day 5 pages and several components will be taken for 1 year, namely, students are required to complete memorization of the Qur'an 30 juz. Each week perform the memorization of 20 pages that have been deposited for 1 week then perform the memorization of the Qur'an in multiples of 5 juz, 10 juz, 15 juz, and so on. The four classes of Khotimat, the Khotimat class is a class for students who have completed tasmi '30 juz at one time or one sitting. Deposit memorization of the Qur'an daily 10-20 pages and interspersed with muroja'ah 1-2 juz every day.

Information is obtained directly to find out and explain field conditions through interviews with tahfidz students and guardians of tahfidz programs. Several students of the tahfidz program explained "Before the curriculum was updated, there were 2 types applied, namely deposit and muroja'ah: deposit adding memorization with a target of 1 day 2 new pages with no majlisan, and muroja'ah 5 pages of activities to repeat the memorization that was already owned. This is not enough to improve the quality of memorization because it only focuses on the amount of memorization you have without knowing how high-quality memorization you have. After the curriculum is evaluated and improved, 5 types have been applied, namely: material, deposit, muroja'ah, majlisan, and tasmi' this already includes stages for students who are in the process of memorizing, not only focusing on quantity but also improve the quality of memorization of the Qur'an students." And the second presentation,

"The curriculum that used to be with now is quite different. The curriculum used to have 2 items, namely deposit and muroja'ah which were hereby considered sufficient in memorizing the Qur'an. Even though in the field when reading 1 juz once sitting is quite difficult because it is not used to reading 1 sitting 1 juz and there is no majlisan method applied. After the curriculum is updated, there are 5 items applied in the field, namely materials, deposits, muroja'ah, majlisan, and tasmi' enough to help students to improve the quantity and quality of memorization of the Qur'an students. ". And the presentation of the last student "we as memorizers of the Qur'an used to be quite difficult in memorizing the Qur'an because we did not understand the rules of tahwid and makharijul letters after the curriculum was updated by the tahfidz program students there were additional activities, namely additional material, material learned before the process of memorizing the Qur'an as a provision to improve the reading of the Qur'an to be memorized. The many experiences of students who memorize the Qur'an in the tahfidz program in the Al-Mawaddah region can motivate and attract the attention of students who want to memorize in the surrounding environment and the community because the output seen can adjust to how the real Qur'an memorizer, not only focus on the amount of memorization but also from the quality of memorization of the Qur'an students".

Guardian of tahfidz program "We can assess our daughter's development when returning home from pesantren, our daughter always uses her free time to repeat her Qur'an memorization and there is some time she uses to refresh herself, we think it's a good chance she can learn how to use time well. In terms of output, by loving the Qur'an and wanting to be hafidzah (guardians), we as parents have had enough and this is a good start."

Forming a guardian trust is one way to relate to guardians (Ahmad Zain Sarnoto &; Wahyudin, 2018). Some factors that can increase customer trust include value, competitiveness, perception, price, image, service stage, and level of importance (Ekawarna, 2021). The trust of the guardians of students because the tahfidz program has a special way of memorizing the Qur'an to gain customer trust, the tahfidz program proves to the guardians and the outside community that there are advantages over quality output, one of which is the MEA (Mawaddah's Education Award) event which is a work program of the Al-Mawaddah region which is held every year, the MEA (Mawaddah's Education Award) event Al-Mawaddah is very concerned about achieving targets for 1 year in each excellent program, then displaying learning results for 1 year. For the tahfidz program recite verses according to the theme of the designated MEA (Mawaddah's Education Award). In addition to the trust of guardians prioritized in an institution, the satisfaction of guardians is also an important factor that must be considered by institutions (Yulianthini, 2020). The trust of the guardians of the tahfidz program can increase because they have experience in going directly to the field so they can give a positive impression to the guardians.

4 CONCLUSION

Based on the results of the discussion above, it can be concluded that there is a curriculum in the Tahfidz Program of Al-Mawaddah Area, Nurul Jadid

Islamic Boarding School, from the problem of students memorizing the Qur'an that only memorize and memorize the Qur'an that is already owned so that it is less optimal in memorizing the Qur'an because there is no clear target captain and also cannot manage time properly because many other obligations besides memorization activities are slightly constrained. With several activities applied, it is very helpful to maintain the quantity and quality of memorization of the Qur'an owned, namely material activities, deposits, muroja'ah, assemblies, and tasmi'.

It can be concluded, the curriculum applied can make it easier for students to memorize the Qur'an with the rules of tajweed and makharijul letters to maintain and improve the quality of memorization of the Qur'an. So that it can attract the attention of students and guardians who entrust their children to the Al-Mawaddah region, especially students of the Tahfidz Program.

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