

Innovation Strategy of the Tilawatul Qur'an Development Institute (LPTQ) of Semarang City in Boosting Achievements in the Qur'an Tilawatil Musabaqah (MTQ)

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ABSTRACT

Achievement is one form of the existence of a person's visible potential. Everyone has their own potential and competence. However, not everyone is able to find their own potential and competence. There needs to be a driving force and strategic innovation that can provide a strong impetus so that a person's potential is visible. A person's potential that is visible can be through participating in various competition events and becoming a champion. An institution must pay attention to its students so that they explore their potential to the maximum. The purpose of this study is to provide new innovative knowledge about how a student or member of an institution is able to achieve brilliant achievements, both in the regional, national and international arenas. The research method used is a qualitative research method. The data collected is then analyzed by reducing data, displaying data, and verifying. The results of this study are that LPTQ Semarang City carries out strategic innovation through routine and scheduled training, re-selecting previous MTQ champions, carrying out coaching intensity by inviting national and international level trainers, forming studios in each sub-district and providing funding injections in each sub-district.

INTRODUCTION

Different times, different generations and how to deal with them. Including LPTQ in dealing with generations to be able to achieve achievements. There are many challenges faced in realizing to achieve as many achievements as possible. Especially in the current digital era, almost everyone from elementary school (SD) to the older generation holds a smartphone. The use of smartphones is certainly a very difficult challenge to face. Although if wise in responding, the smartphone or gadget will be a tool that can help in learning, achieving achievements, facilitating business, to work and even communicating with family and friends. The usefulness of the device depends on the person who owns it. Therefore, a wise person will always use everything to be useful. On the other hand, if the person is not wise in using it, the smartphone will become a tool that has negative impacts such as being trapped in laziness because they are busy playing games, worse, the person will be trapped in crime, pornography and others.

The explanation above illustrates that the biggest challenge today is the use of smartphones that are used in negative ways. LPTQ Semarang responded well to its use by minimizing the use of smartphones. Efforts to minimize this with several useful activities, especially in tilawah. The tilawah activity will be a useful and rewarding activity for sure. Even so, the public's interest in participating in the activity is not immediately large, but slowly growing interest. The goal of growing interest is so that many generations pay attention and are inclined to tilawah, tahfidz, syarhil which can later be competed. Because recitation is something important for Muslims, where recitation is not only a means of getting rewards but also a need that can bring peace of life. This awareness must be developed in every heart and life of Muslims, so that Muslims always carry out recitation in every second of their lives.

Reading the Qur'an is an obligation and a necessity for every Muslim throughout the world. Therefore, since childhood we are taught to read the Qur'an correctly, understand its meaning, and practice it in everyday life. Tilawatil Qur'an comes from the word "tilawah" which means to read. The Qur'an must be read with the right pronunciation so that its meaning is maintained and does not change. Because education is the right of every citizen who has the right to get equal opportunities to access quality education. Therefore, education is a program designed by the government to solve various problems in the education sector, in order to fulfill the government's responsibility in providing education to every citizen.

Including those tasked with providing services are LPTQ. Based on SKB number 19 of 1977 and 151 of 1977 between the Minister of Religion and the Minister of Home Affairs signed on May 5, 1977, the Institute for the Development of Qur'anic Reading (LPTQ) was established as a means to support future generations in developing their potential to become "Qur'anic People". The grounding of the Qur'an seeks to implement the teachings of the Qur'an into the social life that is developing in society. One of the main tasks of the LPTQ is to organize the Musabaqah Tilawatil Qur'an (MTQ), which aims to introduce and popularize the Qur'an. MTQ functions as an important tool to

strengthen the relationship between society and the Qur'an and make it more familiar. In addition, MTQ also encourages Muslims to intelligently understand and apply the teachings of the Qur'an in their daily lives. Although many LPTQs have been formed, the results achieved often do not meet expectations. LPTQ Semarang City, located in the capital city of Central Java Province, can be an example for other LPTQ in the province. Semarang City also managed to win the General Champion title twice in a row at the Central Java Province level. At a time when LPTQ is lacking in achievements and enthusiasm, this is not the case with LPTQ Semarang, which is actually enthusiastic about making innovations and new breakthroughs in boosting the achievements of LPTQ participants before and after the musabaqah.

THEORETICAL REVIEW

Gadgets and Education

Gadgets have become a big part of education today. A study by Hidayat and Junianto (2017) used the Technology Acceptance Model to show how gadgets can influence student performance, depending on how useful and easy students think they are to use. Jatmika and colleagues (2022) found that gadgets can be helpful in teaching but also come with challenges.

For younger students, Rosalia Eka et al. (2024) discussed how gadgets affect emotional intelligence and social behavior. Meanwhile, Nugroho et al. (2022) stressed how important parents are in guiding children to use gadgets responsibly.

Motivation and Academic Achievement

Motivation is a key factor in improving student performance. Lutfiwati (2020) found that students who are more motivated tend to get better grades. Ratana and Kaluge (2023) showed that being disciplined and having supportive teachers helps students do better in math.

Sakti et al. (2019) also found that a teacher's teaching skills and how students like to learn both influence academic success, especially in social studies.

Spiritual and Social Approaches

Spiritual activities also help with mental health and learning. Kurniawan and Utami (2024) discovered that prayer and reading the Quran help reduce stress. Nugraha et al. (2020) explored the deeper meanings of Quranic reading based on the theory of Muhammad Shahrur.

On the social side, Gusmawati et al. (2020) focused on how to help elementary students do better in school, while Nasution et al. (2022) showed how the LPTQ helps improve human resources who follow Islamic values.

Organizational Culture and Job Performance

In workplaces, organizational values and employee welfare are important. Maula et al. (2020) found that Islamic values and employee benefits

improve performance in Islamic banks. Zulkifli et al. (2019) also saw that work discipline and training help boost performance.

Permana & Taufik (2023) talked about fair recruitment systems in government, while Permana (2020) explained how good student selection improves education quality.

Teaching Strategies and Creativity

Creative teaching methods are important for preparing students for the future. Widyaningrum and Rahmanumeta (2016) said that using new and flexible teaching strategies helps develop student creativity and innovation.

International Perspective

Zhu and Leung (2011) offered insight from East Asia, showing how culture affects student motivation and achievement. Their research highlights how different teaching and learning environments lead to different academic outcomes.

METHODOLOGY

This research is qualitative and relies on documentation, interview, and observation/survey methods. According to Denzin and Lincoln, qualitative research is research conducted in a natural environment with the aim of interpreting existing phenomena, involving various available methods. The purpose of qualitative research is to understand a phenomenon in depth through data collection from participants or informants. This research was conducted at the Semarang City Government Office and the Semarang City LPTQ, precisely in the Kesra Section of the Semarang City Secretariat, Moch. Iksan Building, 4th Floor, Jl. Pemuda No. 148, Sekayu, Central Semarang District, Semarang, with Postal Code 50123. The main data sources in this study came from Semarang City Government officials who manage funds, as well as external parties such as the chairman, administrators, and participants of the Semarang City MTQ, as well as relevant documents from the Semarang City LPTQ related to the topic being studied. In accordance with the characteristics of qualitative research, the selection of research subjects was carried out using the snowball sampling method, which means that research subjects were selected selectively and in accordance with the objectives of the study, although the number may be small. Research subjects can be increased if necessary. Data in this study were collected using the snowball sampling technique if data from one source was considered insufficient. For example, data can be obtained from administrators, mentors, participants, and the community involved in the Semarang City. This research also applies four main aspects of truth, applicability, consequences, and neutrality, also known as credibility, transferability, dependability, and confirmability, to evaluate the truth of data in qualitative research. Aspects such as internal validity, external validity, reliability, and objectivity are also characteristics associated with qualitative research in a particular research tradition or paradigm.

RESULTS AND DISCUSSION

The importance of achievement

Achievement has its own value in life, both for individuals and society. Achieving achievement is not only about getting awards or recognition, but also the result of effort, hard work, and dedication to achieve the goals that have been set. For individuals, achievement is an indication of the abilities and potential that are possessed. When someone succeeds in achieving an achievement, whether in education, career, or others, it provides a sense of extraordinary personal satisfaction. This achievement also helps increase self-confidence, which is a provision to face challenges in the future. In addition, achievement is often a driving force that motivates individuals to continue trying and achieving higher goals. For society, achievements obtained by individuals or groups have a broad positive impact. Achievement can be a source of inspiration for others to work harder and not give up easily. Seeing someone successfully overcome obstacles and achieve their goals will encourage others to follow in the same footsteps. In addition, achievement opens up more opportunities, both for the individual himself and for those around him. Someone who achieves tends to get more opportunities, whether in terms of career, network, or greater contribution to society.

Achievement also plays an important role in building reputation. Individuals who are known to achieve are respected and appreciated, and this good reputation often opens up more opportunities in various aspects of life. In addition, achievement contributes significantly to the progress of society, such as those done by individuals who achieve in the educational or social fields that have a positive impact on many people. So there are many benefits if there is someone who has an achievement. With this, society will try to become an achiever with enthusiasm and work hard to achieve it. So if achievement can provide motivation, then motivated people will be easy to invite to achieve. And if someone who does not have achievements will be difficult to invite people to be enthusiastic, work hard and especially have efforts to achieve life achievements.

Regarding the importance of the achievements that are already clear above, LPTQ Semarang is trying to make updates or innovations in its strategy in order to achieve achievements in the musabaqah. LPTQ does not ignore new breakthroughs to achieve achievements. LPTQ is very aware of the benefits of an achievement for the life of society. In short, LPTQ does not only focus on organizing events or activities, but more on forming individuals who are able to excel in the field of recitation and understanding of the Qur'an. The success of participants in various competitions shows that LPTQ is very serious in its efforts to develop the quality of human resources based on noble Islamic values.

About LPTQ

The Qur'an Tilawatil Development Institute (LPTQ) was established as a legitimate institution under the auspices of the Semarang City government with non-structural status, which means that all parties involved in it must cooperate

with each other. The function of LPTQ is not only limited to organizing musabaqah, but also includes organized coaching in accordance with its main objectives. This well-planned coaching certainly requires a large enough budget, which can be obtained through various sources, such as grant funds or human resource networks and good relationships.

Looking at the conditions in the field, LPTQ has a very dominant role and is needed by the community. In addition to functioning as a place of coaching for future generations, LPTQ is also responsible for producing cadres who have Qur'anic morals. In this case, the researcher conducted a study on the LPTQ of Semarang City which can be an example, to understand how this institution plays a role in spreading the values of the Qur'an in people's lives and has succeeded in producing Qur'anic cadres. The results of this study will later be presented in a thesis entitled "Strategic Management of LPTQ Semarang City in Improving the Achievement of Musabaqah Tilawatil Qur'an (MTQ)".

Implementation of LPTQ strategic innovation

Strategic innovation is able to grow and increase competitiveness. In an increasingly interconnected and competitive world, only those who continue to innovate are able to survive and thrive. Innovative strategies allow for more precise fulfillment of market needs in a more creative way, which ultimately strengthens the position and image of an organization or individual. This strategy innovation is part of the management of an LPTQ. However, management knowledge in various sectors of life will be attached and need to be developed and applied. The intended application is part of the LPTQ process stage to reap the results of achievement.

a. Training consistency

Consistency in training is vital to achieving success, especially in areas that require specific skills, such as tilawah. Achievement does not come instantly, but rather the result of continuous and regular effort. Without consistency, even if someone has talent or ability, the desired achievement is difficult to achieve. With consistent training, individuals can continue to improve their skills. Every exercise that is done routinely will strengthen the foundation of knowledge and ability, and build mental resilience. Consistency also helps individuals to stay focused and maintain motivation in achieving goals, because they are always reminded of the commitments that have been made.

In addition, consistency in training also plays an important role in building self-discipline. When someone is used to following a predetermined training schedule, they will learn to manage their time and prioritize. The discipline that is formed from consistent training greatly influences success, because achievement is often obtained through dedication and continuous effort. Consistent training also accelerates the learning process. The more often someone practices, the faster they will master the techniques and strategies needed to achieve their goals. This allows them to overcome challenges and correct mistakes more efficiently than those who do not practice regularly.

LPTQ Semarang consistently conducts training for members of LPTQ sub-districts. The activity is carried out according to schedule, and meetings are often held at hotels. In the training, LPTQ Semarang administrators often convey evaluations of the results of the musabaqah, in addition to providing encouragement and to always practice before the day of the musabaqah. This discipline is what has a good impact on the results during and after the musabaqah. Because success will not be far from discipline.



Figure. 1. Training and coaching of LPTQ members

b. Re-selection of MTQ champions

In this selection stage, participants who have previously won will be re-tested to assess their quality and ability in reading, memorizing, and understanding the contents of the Qur'an. This process provides an opportunity for participants to improve their abilities further, while the committee and judges can assess more deeply the potential that may not have been fully seen in the previous competition. Re-selection is very important to find superior seeds because in addition to prioritizing the right and fluent reading technique, this process also tests the extent of their understanding of the meaning and interpretation of the Qur'an. Participants who take part in the re-selection will also generally receive additional training that can improve and enhance their quality in various aspects.

With the re-selection, the Qur'an Recitation Development Institute (LPTQ) can ensure that only those who truly have dedication, skills, and extraordinary potential will represent their region in higher events, both at the provincial, national, and international levels. This is also part of an effort to continue to update and maintain quality in the field of recitation, as well as ensure that MTQ is not just a competition, but also a means for ongoing development. Through re-selection, the selected superior seeds will be an inspiration for the next generation and become role models in strengthening the relationship with the Qur'an. They are expected not only to excel in future events, but also to be able to become leaders who encourage society to be closer to the teachings of the Qur'an in everyday life.

c. *Coaching quality*

A qualified coach is able to provide clear direction and understand the needs and potential of each student. With the right approach, they create an environment that supports maximum development for students. In this case, the coach acts as the main driver, not only teaching the material, but also providing support and encouragement when students face difficulties or failures. In addition, competent coaches design structured and sustainable training. They do not only target short-term achievements, but also guide students to develop in the long term. With organized and regular training, students can hone their abilities comprehensively. Coaches also provide constructive feedback, helping students recognize their strengths and weaknesses, so that they can continue to develop and try harder.

Good coaches also build close relationships with students. Open and trusting communication between coaches and students facilitates the learning process and increases students' self-confidence. Students who feel valued and supported by their coaches tend to be more motivated to achieve their goals, whether in academics, skills, or even in sports or arts competitions. With a quality coach, student achievement can increase significantly. Coaches who care about the technical, mental, and emotional development of students will produce individuals who are more prepared to face challenges, more confident, and more disciplined in undergoing the learning process. As a result, the achievements obtained are not only limited to competitions or exams, but also to personal progress that has a positive impact on students' lives in the future.

d. *Establishment of a tilawah studio*

The establishment of the Musabaqah Tilawatil Qur'an (MTQ) training studio has a major impact on the achievements of participants. This studio functions as a place that provides intensive and structured training for prospective MTQ participants to improve their skills in reading the Qur'an, improving tajwid, and understanding the meaning and interpretation of holy verses. With more focused training, participants are given the opportunity to improve their techniques and strengthen their abilities, which affects the results they achieve in the MTQ event. The MTQ training studio provides an opportunity for participants to develop their potential to the maximum. Coaching by competent trainers helps participants overcome deficiencies and develop their abilities further. With an approach tailored to each individual, participants receive special attention that improves the quality of their achievements, both in local, regional, and national competitions.

In addition, the MTQ training studio also plays a role in building the mentality of participants. Through the guidance of experienced trainers, participants learn to stay focused, disciplined, and consistent in practicing. This studio is also a place that provides moral encouragement and motivation so that participants continue to try, so that they are not only technically ready, but also mentally ready to face the challenges of

the competition. The environment created in the training studio supports a healthy competitive spirit among participants. They support each other and share experiences, which enriches the learning process. The success of other participants inspires them to continue to strive for the best results.

e. Budget for trainers

The budget allocated for trainers is a form of LPTQ's concern for trainers who have maximally trained MTQ participants. By giving thank you money to the trainers, the welfare of the trainers has begun to be fulfilled and they no longer have to think about their daily needs. That way, the trainers focus on training and teaching participants so they can achieve achievements during MTQ. In addition, the management also budgeted five million for each sub-district and can be used to develop the abilities of participants to be maximized and even better.

CONCLUSIONS AND RECOMMENDATIONS

Achievements that are not easily achieved instantly and easily as easy as turning the palm of the hand, make LPTQ have to innovate in strategies to achieve achievements in MTQ or often known as musabaqah. The hard work done by PLTQ paid off by often becoming the overall champion of MTQ at the provincial level. The steps of strategic innovation taken are to intensify training, re-select MTQ champions when they want to become MTQ competition participants again, invite superior trainers to boost achievements, build studios so that participant development increases and is evenly distributed, allocate budget to meet the needs of trainers and improve their welfare

FURTHER STUDY

Future research is recommended to explore in more depth the effectiveness of the strategic innovations implemented by LPTQ in improving performance at MTQ events. One possible direction is to examine how each individual strategy—such as intensive training, re-selection processes, involvement of expert trainers, and infrastructure development like studios—specifically contributes to participants' performance and long-term development. Additionally, further studies could analyze the impact of trainer welfare improvements on the overall quality of training and outcomes. A comparative study between LPTQs in different regions could also provide valuable insights into best practices and successful models that can be replicated. Moreover, qualitative approaches involving interviews with participants, trainers, and organizers may offer richer perspectives on the challenges and opportunities in building sustainable achievement in MTQ competitions.

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