



Strategy of Permadani Dakwah Institution in Guiding Qur'an Village Program in Bandar Setia Village, Percut Sei Tuan District

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Abstract. The Permadani Dakwah Institute (Association of Qur'anic Dakwah Youth), is an organization that focuses on building the young generation in an educational journey based on the Qur'an. This study aims to analyze the strategies carried out by the Permadani Dakwah Institute within the framework of the Qur'an Village development program in Bandar Setia Village, Percut Sei Tuan District. This study uses a qualitative descriptive approach, namely data obtained from in-depth interviews with the head of the institution, foundation, and teachers in program management. The results of the study indicate challenges and obstacles, such as the minimal role of youth and lack of support from the local government. The Qur'anic Village Managers overcome these obstacles by collaborating with the community, parents and the local government by organizing various dakwah programs, such as tafsir studies, dhikr, tasbeih prayers, teenage dakwah overnight stays, children's post-maghrib studies and Permadani sharing. The strategies used have proven to be effective and efficient in building the Qur'anic generation in the Qur'anic Village.

Keywords: Tapestry Da'wah Institute, Qur'an village, strategy, challenges, Obstacles

Abstrak. Lembaga Dakwah Permadani (Persatuan Pemuda Dakwah Qur'ani), merupakan organisasi yang berkonsentrasi membangun generasi muda dalam menempuh pendidikan berlandaskan Al-Qur'an. Penelitian ini bertujuan untuk menganalisis strategi yang dilakukan oleh Lembaga Dakwah Permadani dengan rangka pembinaan program Kampung Qur'an di Desa Bandar Setia, Kecamatan Percut Sei Tuan. Penelitian ini menggunakan pendekatan deskriptif kualitatif, yaitu data yang diperoleh dari wawancara mendalam terhadap ketua lembaga, yayasan, dan pengajar dalam pengelola program. Hasil penelitian menunjukkan terdapat adanya tantangan maupun hambatan, seperti minimnya peran pemuda dan kurangnya support dari pemerintah setempat. Para Pengelola Kampung Qur'ani mengatasi hambatan tersebut dengan melakukan kolaborasi ke masyarakat, orang tua dan Pihak pemerintah setempat dengan menyelenggarakan berbagai program dakwah, seperti pengajian tafsir, dzikir, sholat tasbeih, mabit dakwah remaja, pengajian ba'da maghrib anak-anak dan

Permadani berbagi. Strategi yang digunakan teruji efektif dan efisien dalam membangun generasi Qur'ani di Kampung Qur'an.

Kata kunci: Lembaga Dakwah Permadani, Kampung Qur'an, Strategi, Tantangan, Hambatan

INTRODUCTION

Religious studies, especially those related to the Quran, play an important role in shaping a religious society. In Indonesia, although the majority of the population is Muslim, there are still major challenges in expanding the understanding of the Quran, especially in rural areas. One of the main problems is the high rate of Quran illiteracy, which indicates an imbalance in the distribution of religious education, especially in villages with limited access to quality formal education (Hidayat, 2019).

Bandar Setia Village, located in Percut Sei Tuan District, Deli Serdang Regency, North Sumatra with an area of 361 hectares, is an interesting village to discuss. Previously, this village was labeled as a "red zone" by the outside community because of the rampant juvenile delinquency, including criminal acts such as mugging.

Ustadz Fadlan Khoiri explained that the term "Kampung Quran" was consciously introduced to form a positive image of Bandar Setia village as an environment oriented towards the values of the Quran. Building this image requires a long and consistent process. The main goal is for the community to recognize the village as the birthplace of the young generation who love the Quran, as well as to create trust among parents that the village is the best place for their children's Quran education (Khoiri, 2024).

Ustadz Sugeng Wanto, as the mentor of Kampung Qur'an, has a simple hope, which is to create Islamic-themed activities by making the Qur'an the main reading for the younger generation. The idea of Kampung Qur'an has long been planned and finally came true through long discussions between village officials and community leaders. Efforts to form a community based on Islamic culture starting from the next generation are now starting to be realized thanks to the understanding between the community and important figures in Bandar Setia Village (Sugeng Wanto, 2024).

The main focus of the Kampung Quran movement is to foster the younger generation, especially school and college students. Although not all are directly involved, it is hoped that Qur'anic cadres will emerge from the

youth of Bandar Setia who are able to read and love the Quran. This development is expected to develop naturally through instilling the habit of loving the Quran as part of everyday life.

One serious step in overcoming the problem of Qur'an illiteracy in Bandar Setia is the implementation of the Qur'an Village Program by the Dakwah Permadani Institute (Youth Association for Dakwah Qur'an). This program not only focuses on teaching how to read the Qur'an, but also deepens understanding of its meaning and teachings. Apart from that, this program aims to foster people's love for the Al-Qur'an and encourage the application of Qur'anic values in everyday life (Burhanuddin,A,& Ghulam, 2020). This research is expected to find effective strategies to be applied in other areas with similar problems, thereby contributing to reducing the number of illiteracy cases in the Qur'an in Indonesia (Izzah, 2018).

The Permadani Institute aims to strengthen Islamic brotherhood, establish diversity, increase intelligence, and form a civilized and moral society in the life of the nation and state. As a religious institution, Permadani encourages the creation of a harmonious life and a religion that is rahmatan lil'alamin. To achieve its goals, Permadani organizes activities such as religious study groups, joint dhikr, self-reflection, and Islamic studies. This institution also adopts the Wali Songo da'wah method with a cultural, educational, seminar, and academic study approach to improve the intellectual quality of society. Its vision is to create a religious society that supports the integrity of the Republic of Indonesia and creates a moral state order. In addition to formal Al-Qur'an education, Permadani also emphasizes social and spiritual aspects with various programs such as religious discussions and social activities (Mubasyaroh, 2017).

Ustadz Muhammad Irsyad (Irsad, 2025), as the secretary of Permadani, said that Permadani is present as a forum for teenagers who want to preach and contribute to building a religious and civilized society. They are determined to strengthen Islamic brotherhood in North Sumatra by connecting Islamic study groups and spreading preaching that is rahmatan lil'alamin. Permadani is also committed to maintaining local cultural values through the Wali Songo preaching approach so that the message of preaching is widely accepted by the community. In developing education, through training and discussion, they hope to produce a superior, intelligent, faithful young generation with high social empathy.

Although the program is already running, the Permadani Dakwah Institute faces challenges in implementing effective strategies to ensure the program is successful. This includes establishing a clear vision and mission, recruiting and training competent teachers, and monitoring the sustainability of the program. This study aims to analyze the strategies used by Permadani in developing the Qur'an Village Program in Bandar Setia Village, Percut Sei Tuan District.

Previous research by Zikri Aulia (2020) entitled "The Strategy of Preaching of the Qur'an Village Foundation in Forming a Qur'anic Society in Lebak Regency" stated that the strategies used include Al-Qur'an education, moral development, and development of community human resources. This study emphasizes the importance of a holistic approach in forming a society that is in accordance with the values of the Qur'an (Zikri Aulia, 2019). Second, (Mukuan, 2023) In the Koloni journal entitled "Dakwah Strategy of the Qur'an Village Movement in Village sizing the Indonesian Qur'an", it is explained that the strategies carried out include recruiting volunteers, determining fostered villages, and implementing community-based programs. This study aims to develop a sustainable Islamic environment.

Third, research conducted by Aang Baharuddin (2020) entitled "Strategy of Qur'an Village Preaching in Increasing Religious Values in Kalidilem Randuagung Lumajang Village" this researcher used sentimental, rational and sensory strategies, Ta'lim and emulated the strategy of the Prophet Muhammad (Widiastutik & Ghulam, 2020). The researcher tried to take a different research object from the three studies above. The researcher was interested in studying the supporting factors for the success of the program, such as active community participation, volunteer quality, and the role of the program as an example for other Islamic missionary institutions. The study also aims to understand efficient strategies that help the Permadani Islamic Missionary Institution successfully run the program and expand its impact, not only in Bandar Setia, but also in other areas that need similar attention (Ilma, M., & Alfian, 2020).

This study uses a descriptive qualitative approach to examine the strategies implemented by Permadani in fostering the Qur'anic Village Program in Bandar Setia, Percut Sei Tuan. Data were analyzed using a thematic approach that focuses on the da'wah strategy and the effectiveness of the Qur'anic Village program in building a religious community. To

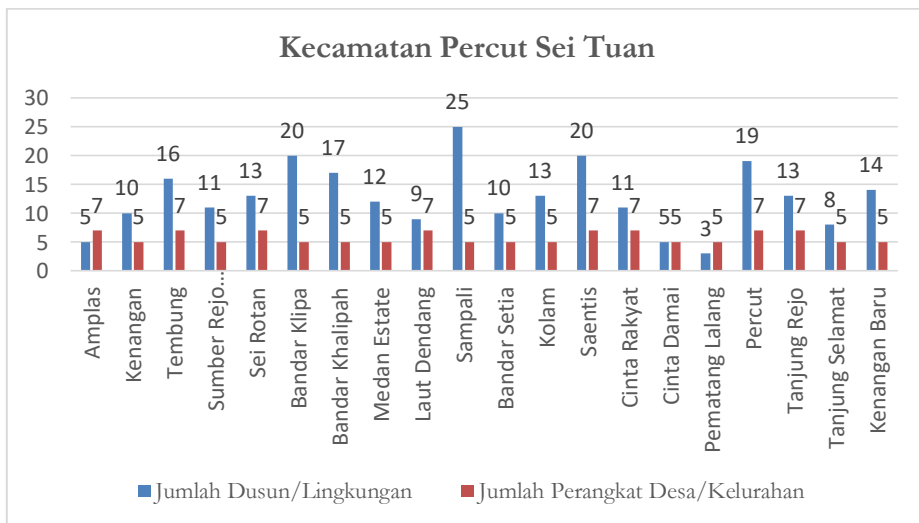
increase validity, the study applies triangulation by comparing data from interviews, participant observations, and documentation studies (Kriyantono, 2020). This method is expected to provide an accurate picture of the implementation of the program as well as the supporting and inhibiting factors for its success.

RESULTS AND DISCUSSION

History of the Establishment of Kampung Qur'an Permadani

Percut Sei Tuan District is one of the Districts in Deli Serdang, North Sumatra Province. Percut Sei Tuan District occupies an area of 190.52 km², consisting of 20 villages with 254 hamlets (Statistik, 2024).

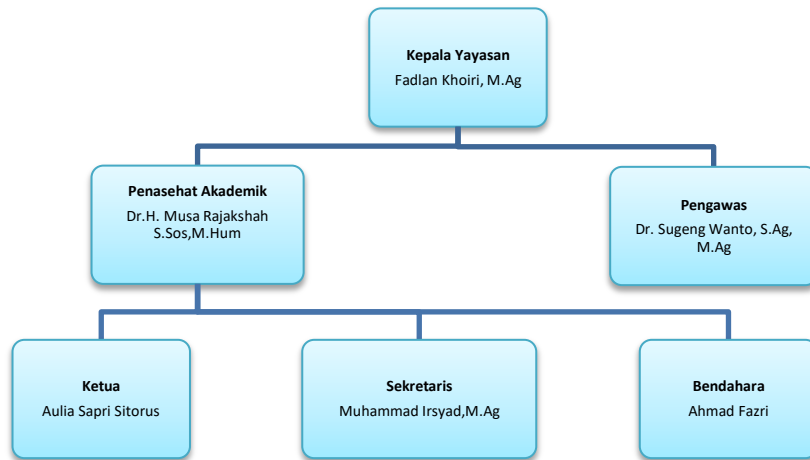
Picture 1. Number of Villages and Hamlets in Percut Sei Tuan District



Source: BPS Village Potential Data Collection, 2023

This Qur'an Village Institution is located in Bandar Setia village, which was formed by the Qur'anic Youth Preaching Association (Permadani) on March 1, 2023, as a religious organization that focuses on preaching and strengthening Islamic teachings in North Sumatra. This institution was formed because of the idea of Buya Dr. H. Sugeng Wanto, M.A as the mentor of the Karpel institution, which was caused by the lack of Study Centers in Bandar Setia village and the large number of juvenile delinquents.

Picture 2. Structure of the Quran Village Institution



The Permadani Institution is the core wing in the development of da'wah in this Qur'an village. This institution operates by relying on active participation from the surrounding community and support from various parties, both individuals and other institutions. The Permadani institution optimizes to develop the Qur'an Village as the main means of spreading Islamic da'wah in the area. The Quran Village is not just an educational program, but also a strategy to foster society as a whole, by making the Qur'an a guide to life. This organization focuses on teaching the Qur'an to all groups, from children, teenagers, to adults. The main goal of Permadani is to produce a young generation who have a strong understanding and practice of the teachings of the values of the Qur'an in their lives.

The Quran Village Program aims to create an environment based on the Quran, where every citizen can memorize, understand, and practice Islamic teachings universally. This guidance also involves various elements, such as regular religious studies, interpretation courses, and social activities based on da'wah. The Permadani Dakwah Institute focuses on efficient, sustainable management, where each section has clear duties and responsibilities. This is very important to maintain the sustainability and effectiveness of the programs being run. According to Alwi, a good organizational structure will provide smooth running of every da'wah activity and make the achievement of long-term goals (Alwi, 2018).

Strategy of Islamic Propagation Institution in Developing Quranic Village

In order to realize Bandar Setia Village as the center of Quranic Village, various strategies are needed that connect the entire community. One of the main approaches that is determined is through the awareness of parents, both fathers and mothers, so that they are also active in religious activities, not only children.

(Ritonga, 2015) Strategy is a unified, broad, and integrated plan that combines the company's strategic advantages with environmental challenges, designed to ensure that the company's main objectives can be achieved through proper implementation by the organization. In general, strategy focuses on formulating effective and efficient steps by considering various internal and external aspects that affect the achievement of these goals (Uyanto, 2021). According to Al Ustadz Untung A.S Sitorus (A.S. Sitorus, 2025) as the chairman of the Rug Institute, he said that. There are several strategies that are carried out, including:

1. Increasing Parental Awareness Through Dhikr Assembly and Tafsir Study

Parental awareness is very much needed in forming an Islamic environment at home and in society. Therefore, the Karpet institution holds two main programs that aim to invite parents to be closer to the Qur'an, namely:

a. Dhikr Assembly and Tasbih Prayer

This program is held once a month, precisely on the third Sunday, starting at 08.00 WIB in the morning until nearing Dzuhur time. This activity aims to build the habit of dhikr and getting closer to Allah. Mothers are expected to actively participate in this dhikr assembly, so that they have a strong spiritual foundation and are able to teach the values of the Qur'an to their children. This Dhikr Assembly and tasbih prayer are carried out free of charge for both congregations in Bandar Setia Village and outside the Bandar Setia Village community. And usually this activity is carried out in the Qur'an village hall or at the nearest mosque.

b. Tafsir Study for Fathers

This tafsir study is held routinely by presenting a resource person who is an expert in the field of tafsir, namely Al-Ustadz Dr. Hasanudin

Hasibuan, Lc., MA. Through this strategy, Permadani wants to prove that not only children learn to recite the Qur'an, but parents must also participate, so that families become closer to the Qur'an. The same is true for dhikr and tasbih prayers. This tafsir study is free of charge, people outside Bandar Setia are welcome to attend and enliven this tafsir study.

2. Permadani Berbagi: Preaching with Real Action

In addition to preaching through religious studies and lectures (dakwah bil lisan), Permadani also emphasizes the importance of preaching through real actions, such as sharing with others (dakwah bil mal) and providing direct examples in everyday life (dakwah bil hal). As part of this program, Permadani is active in social activities, such as: Providing assistance to people in need, such as accidents, fires or other things. This aims to invite the congregation not only to donate, but also to directly help those who are less fortunate, Emulating the method of preaching of the Prophet Muhammad SAW, who not only preached with words, but also with real actions in the midst of society.

3. Mabit Dakwah: Intensive Guidance for Teenagers

Permadani also has a special program for teenagers, namely Mabit Dakwah (Night of Faith and Piety Guidance). This program lasts for 2 days and 1 night, for example, Saturday afternoon, go home Sunday evening. Where participants are accommodated and participate in various intensive religious guidance.

During the activity, the teenagers will learn Tahsin and Fiqh, in order to better understand how to read the Qur'an properly and correctly and understand the rules of Islamic law, then learn the Rhetoric of Da'wah which is useful for training mental and public speaking skills, then to deepen the Knowledge of Tauhid and Morals, by forming a strong Islamic character. Secretary of Permadani Ustadz Muhammad Irsyad, said "Usually this activity is carried out in the hall of the Qur'an village, free for students of the Qur'an village, paid for residents outside Bandar Setia at a cost of Rp. 30,000 per person". Through this program, it is hoped that a young generation will emerge who have a love for the Qur'an and are able to preach and be role models for their surroundings.

4. Children's Study after Maghrib

Maghrib study for children in the Quran Village held in the courtyard of the Quran Village hall, is a routine program that aims to accustom children to interacting with the Quran from an early age. This activity takes place every night, except Saturday night and Sunday night, with the guidance of competent Ustadz and Ustadzah.

Faqih Hanan Zaidan (Hanan Zaidan, 2024), as one of the teachers of children's Quran reading after Maghrib said, "There are strategies used by teachers but each teacher is definitely different in terms of teaching, the same as us as teachers there, some of us are already graduates and have even become elementary, junior high school teachers and some are still studying at junior high school level, so we can't be sure, how is the method of each teacher, but what I can take from all the methods applied by the teachers here, That the teachers here take time to make quizzes or games so that the children don't get bored and also evaluate the children to assess the extent of the children's understanding, evaluation also aims to assess the benefits of the activities that have been carried out when compared to the expectations or goals to be achieved (Nurrahim et al., 2024), And sometimes once a month a group is made to eat together, usually for eating together brought from home and some from cash, but only 1 group uses cash, and we also divide several Quran reading groups that are supervised by 1-2 people teacher". Then he said that every Friday night we have an infaq program which will later be allocated this infaq money purely for the Quranic village, for the cost of buying snacks, damaged equipment or others. So that is what differentiates our strategy from teaching strategies outside.

Mrs. Aisyah (Aisyah, 2024), one of the parents of a post-Maghrib children's study group said, "With the program from Karpet to the Qur'anic Village, my child, who previously did not know the Hijaiyah letters, can now read the Qur'an fluently. The program created by Karpet at the Quranic Village is so powerful that it can make it easier for us to guide our children by teaching religious teachings, especially with our busy lives as parents, this program can help."

5. Mabit Program for Orphans: Creating Future Ustadz and Ustadzah

As a follow-up step, Permadani plans to hold a special Mabit

program for orphans who need more attention. In this program, orphans will undergo more intensive Islamic guidance and then will be trained to become future ustadz and ustadzah candidates. And later they will receive educational scholarships funded by donors or those known as foster fathers.

The Permadani Dakwah Institute has various interesting programs to form a generation that not only understands and is fluent in reading the Qur'an, but is also able to convey its contents and meaning well. These programs are designed to equip children and adolescents with the skills to read, understand, and convey Islamic teachings to the community.

Featured Programs of Kampung Qur'an Permadani

1. Syarah and Sermon Training

The main program managed directly by the Permadani Institute, this program is specifically designed to train children and teenagers in public speaking, especially in the context of Islamic preaching. The main objective of this training is to form a generation that not only understands the Qur'an, but is also able to explain and convey it to the community in a good and correct way without stuttering. The material taught in this program is Syarah Al-Qur'an, namely Children are taught how to explain the contents and meaning of the verses of the Qur'an in a language that is easy for the community to understand. They not only read, but also understand and convey the meaning contained in each explanation of the verse. Furthermore, in sermon training, Mosque youth are trained to deliver sermons, both for Friday prayers, Eid al-Fitr and Eid al-Adha sermons, and in other Islamic events.

Many children and teenagers actually have great potential to preach, but they still feel afraid or lack confidence when speaking in public. In this program, they are given special training to eliminate nervousness and build courage to speak in front of the public. With this, it is hoped that children and teenagers will get used to speaking in public with confidence. And they are able to convey the meaning of the verses of the Qur'an in a language that is easily understood by the community. So that cadres of preaching are formed from among young people who are ready to become Ustadz and preachers in the future.

2. Recitations of the Qur'an

Al-Qur'an recitation is the art of reading the Al-Qur'an with a beautiful voice and in accordance with the rules of recitation. This program was initially managed by the Tapestry Institute, but has now been transferred to the Al-Qur'ani Village Center (PKQ) so that training is more intensive and focused. In this program, participants will learn techniques for reading the Al-Qur'an with a melodious voice and tartil with several variations of songs such as jiharka, shoba, bayyati and others. By paying attention to the correct rules of recitation, also practicing intonation and breathing so that the reading sounds more beautiful, and preparing to take part in the MTQ Al-Qur'an recitation competition.

3. Tahsin of the Qur'an

Tahsin Al-Qur'an is a program that focuses on improving the reading of the Al-Qur'an so that it is more in line with the rules of recitation. This program is very important because many children and even adults still have errors in reading hijaiyah letters and applying the rules of tajwid. In this program, participants will learn how to pronounce the hijaiyah letters correctly with makhraj. As well as knowing the laws of recitation and how to apply them in daily reading. By practicing reading the Qur'an with interest and fluency

Why were the tilawah and tahsin programs transferred to PKQ? Because Permadani is under the auspices of the Quranic Village Center (PKQ), so no matter what the planning of activities based on the carpet is, it is still under the auspices of the Quranic Village Center. This carpet is likened to the right wing of PKQ and is still under the auspices of PKQ.

These programs are designed to shape the character of a society that is not only intelligent in understanding the Qur'an but also skilled in applying these values in everyday life. In the study (Rahman, 2020), it was stated that the Qur'an-based educational approach must prioritize methods that are in line with the development of the times and are easily accepted by society.

There is collaboration related to the development of the Qur'an village program, including collaboration with the village head. To encourage all people, both children, teenagers, and adults to actively study the Qur'an at PKQ. In line with this, the village budget is being sought to

support the welfare of the teachers there. The Qur'an Village Center forms an appreciation related to the program that has been run by forming various competitions. The competitions created by PKQ are the Qur'an Syarhil Olympiad, the Qur'an Tilawah Musabaqah, the Marhaban Competition between mothers, and the last is a scientific paper competition. This competition is carried out generally throughout North Sumatra. So that this program becomes a forum for the realization of a creative and sustainable Qur'an generation.

Ustadz M Rum Nasution (Nasution, 2024), as a religious figure in the village, assessed that the Qur'an village program in Bandar Setia village was a positive step in building a young generation that is close to the Qur'an, he said that this program not only improves the quality of children's faith. But it also brings better social change, especially among teenagers. "Hopefully this program will continue to be run effectively."

Challenges and Obstacles Faced by Permadani Dakwah Institution

Permadani Dakwah Institution faces challenges in carrying out its mission in building the Qur'an Village. These challenges come from various factors, both internal and external, which influence the decline in effectiveness of the da'wah program. Untung A., S.AG (2025) mentioned several main obstacles faced:

1. Lack of Public Awareness of the Importance of Studying

One of the biggest challenges in building a Quran Village is the lack of public awareness of the importance of studying the Quran. Many people still consider dhikr and tasbeih prayers and tafsir studies as side activities that are only done when there is free time. If people understand that studying the Quran is a primary need, like eating and drinking, then they will always make it a priority. However, in reality, many consider it as an additional activity. If they don't have time, they don't attend; if they have other matters, they prefer that over attending the study.

Such as the challenges of the carpet institution in running its program, where, in the involvement of fathers in the interpretation study. Based on observations, the number of mothers who attended was greater than the number of fathers. In fact, the initial plan was for mothers to attend the dhikr assembly in the morning, while fathers were active in the interpretation study. In the evening, however, in reality, the interest of

fathers in attending the interpretation study was still lacking. This phenomenon is a major obstacle in forming a Qur'anic culture in society. Therefore, a special strategy is needed to review public awareness, for example by providing an understanding of the long-term benefits of studying the Qur'an and fostering a sense that religious knowledge is an important part of everyday life (Al Ghazali, 2016).

2. Lack of Support from the Local Government

The next challenge is the lack of support from the local government. The Qur'an Village cannot be realized only with the efforts of the Permadani Dakwah Institution, but also requires support from various parties, especially from the village and sub-district governments. The government, both hamlet heads, village heads, and sub-districts, should have an active role in supporting this da'wah movement. If the local government also works together, the process of developing the Qur'an Village will be faster. In Islam, synergy between ulama' and umara' (leaders) is very important. When the government and da'wah institutions work together, community development will be formed and implemented more quickly (Syamsuddin, 2019).

3. Lack of Youth Participation in Da'wah

Another challenge faced by Permadani is the low involvement of the younger generation in da'wah activities. When compared to the previous generation, today's youth are more difficult to invite to participate in religious activities. According to Zuhd, Nuzil and Febrianto, to shape the character of adolescents, a comprehensive da'wah approach can be carried out and synergize between lectures, role models, habits, and cooperation with families has proven to be effective in shaping the character and morals of adolescents better (Ummah, 2019).

Generation Z spends more time with gadgets, such as on social media, and digital entertainment than participating in Islamic studies or activities in the mosque. This phenomenon has led to a decreasing number of young people who are active in the da'wah movement, even though their role is very important in building a Qur'anic environment. In addition, the increase in juvenile delinquency is also a challenge. Some young people tend to be less aware of Islamic values in their lives. Therefore, extra efforts are needed to attract young people to be active

and enliven the karpel program in da'wah activities and with the current digital boom, teenagers should be able to da'wah through social media so that it has a positive impact.

4. Limited Funds

According to Rahmad, et al. (2024), the obstacles faced in preaching are limited resources, both in the form of finance, time, and facilities, which are significant obstacles that reduce the effectiveness of (Ummah, 2019). The next challenge faced by the carpet is limited operational funds. The main source of funding comes from donors who routinely contribute. Every month, funds are collected directly from the donors' homes, while in PKQ itself, every time there is a recitation or wiridan activity, a special prayer is always held for the donors as a form of gratitude and blessings. However, this funding system still has challenges, especially in terms of sustainability and the amount of funds collected.

As a foundation, PKQ houses various educational units, including TPQ (Qur'an Development Center), which requires operational costs for the procurement of facilities, teacher incentives, and other religious activities. The limited number of donors is also an obstacle, considering the increasing number of needs that must be met in order to run the learning program optimally. For this reason, there is a need for further strategies in expanding the donor network and finding alternative sources of funding so that the carpet program can continue to grow and provide benefits to the Qur'an village community.

One of the teachers who was interviewed about this said that, "Alhamdulillah, no matter how many hujrah from teaching activities, it continues to run smoothly and Alhamdulillah, there is no teaching that is hampered, so we want to be seen by Allah in the afterlife and become our good deeds later, and so that the knowledge we teach can be useful for the future. And even if there are obstacles outside the teaching and learning process, such as Isra 'Miraj' activities and others, they can still be controlled. "

CONCLUSION

Permadani Dakwah Institution plays an important role in the development of Kampung Qur'ani as a center for education and da'wah

based on the Qur'an. In various programs such as religious studies, da'wah training, and social activities, Permadani strives to create a society that is closer to Islamic values. This program not only targets children and teenagers, but also parents to create an Islamic environment in the family and community. However, in its implementation, there are several challenges, such as low public awareness of the importance of learning the Qur'an, lack of support from the government, and minimal involvement of young people in da'wah. Parents still consider religious studies to be just a side activity. And there are also limited funds. While young people today are mostly more interested in the world of gadgets than religious activities.

In overcoming the obstacles that occur, Permadani has set several strategies, namely by holding a dhikr and interpretation assembly. This study is attended by parents in the area around Bandar Setia to bring the teachings of da'wah to life in real actions in social activities, and to organize intensive coaching for teenagers to understand the basics of religion and also train their courage in da'wah. Permadani in coaching the program in the Qur'an village also involves cooperation from several related parties, including the government and donors. This is the key to the sustainability of the Qur'an village program. It is hoped that the Qur'an village will develop further into a center for sustainable Islamic education, also forming the character of the younger generation who not only understand the contents of the Qur'an but are able to practice and spread the teachings of Islam in everyday life.

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