



# Analysis of Parents' Interest in Choosing an Islamic-Based Primary School

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**Abstract.** Parents will certainly give the best for their children. One of them is in terms of the education of the child. At this time, many parents choose to send their children to Islamic-based schools. This study aims to analyze parents' interest in choosing an Islamic-Based Elementary School, with three main discussions on 1) Parents' views on Islamic-Based Elementary Schools, 2) Parents' interest in Islamic-Based Elementary Schools so that there is an interest in sending children to Islamic-based elementary schools, and 3) It is the appeal of Islamic-Based Primary Schools that most influences the interest of parents in choosing the Primary School. The method used in this study is Descriptive Qualitative by collecting data through interviews, observations, and documentation. The informants in this study were parents or guardians of grade 1 students, teachers, and principals. Data were analyzed with Milles and Hubberman models through data collection, data reduction, data presentation, and drawing conclusions. The results of this study obtained that parents have a positive view of Islamic-Based Elementary Schools, which means that Islamic-Based Schools have Islamic nuances by placing more emphasis on Islamic religious education and can strengthen the religious character of students through religious lessons and activities. With a positive outlook, parents have an interest in Islamic-based elementary schools, namely in excellent programs and religious activities offered by the school and non-academic achievements achieved in religious activities that are instilled regularly so that able to arouse parents' interest in choosing an Islamic-based elementary school.

**Keywords:** Islamic Based Primary School · Parent's interest · Primary school

## 1 Introduction

The child is the most precious entrustment that God gives to man [1]. Parents are the people most responsible for a child, from birth until the child grows up to be a mature person [1]. Parents are fully responsible for maintaining and educating them to grow up to be intelligent and charitable children so that they can deliver children to become the successors of a developed nation and obey religion [2]. This is in accordance with Law Number 1 of 1974 concerning Marriage article 45 Paragraph 1 states that every parent is obliged to maintain and educate their children as well as possible. The role of parents in the family is to form ethics in accordance with the personality and character of the

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M. H. Hikmat et al. (Eds.): ICOLAE 2022, ASSEHR 757, pp. 21–35, 2023.

[https://doi.org/10.2991/978-2-38476-086-2\\_4](https://doi.org/10.2991/978-2-38476-086-2_4)

child, parents have the obligation to meet the basic needs of the child. One of the efforts made by parents in educating is by providing the best education for children.

Parents play a very important role in the education of their children [3]. Education is the gateway to achieving a better life that the child will pass through [4]. Education is one of the efforts to make people better and of higher quality [5]. According to Law No. 20 of 2003, Education is a conscious and planned effort to create a learning atmosphere and learning process so that students actively develop their potential to have religious spiritual power, self-control, personality, intelligence, noble character, and skills, which are needed by themselves, society and the State. Without education, a nation or society will not progress, so it will make a less civilized society or a nation [6]. The purpose of national education, namely increasing the potential of children to become human beings who have faith and piety in God Almighty, have a noble character, are healthy, knowledgeable, capable, creative, independent, and become democratic and responsible citizens [7].

The way parents provide the best facilities in children's education is by choosing schools that are considered to have a good impact on their children. The presence of the school has a social responsibility for the surrounding community as well as for the life of the nation and state. Social responsibility, which is carried out and manifested in these various activities, will eventually create a trust from the community [8]. Especially in the basic education level, because elementary school will shape the character of the child [9]. Elementary school is also an early means of education to continue to the next level [10]. So parents prefer favorite elementary schools for children who have a good academic brand image and religiosity. Because in choosing a school, parental consideration is very important. What's more, in choosing the level of basic education, parents need to consider which elementary school is suitable for the needs of the child and in accordance with what they want for their child's education such as complete facilities and infrastructure, good academic and spiritual religious education, qualified educators, and adequate extracurricular activities [11]. However, every parent certainly has different interests in choosing an elementary school for their children. What's more, in choosing the right primary school today, parents need to consider several suitable criteria.

Based on preliminary observations made by researchers at SDIT Darul Falah Sukoharjo, in the 2022/2023 school year, there were 142 new prospective student applicants. Applicants for prospective new students exceed the quota that can be accommodated by the SDIT. So that prospective new students are selected through a test selection in order to pass the quota that can be received by SDIT Darul Falah. The selection tests carried out include reading, writing, counting, reading Iqro and memorizing short surahs of the Quran. The test is carried out by the school for initial diagnosis and to classify children who are fluent or who are not yet in reading, writing, and counting to be included in the class according to the abilities of students. The number of new students accepted in the 2022/2023 school year by SDIT Darul Falah is 92 students, consisting of grade 1 which amounts to 3 classes. Even the number of students who were not accepted by SDIT Darul Falah reached 50 students. The reason for not accepting some applicants for prospective students is because the number of students who register each year exceeds the class capacity available at SDIT Darul Falah.

At this time, the formation of the child's character is very important to cultivate good morals. In the current era, there are many destructive cases in the context of nationality, for example, the occurrence of inter-ethnic sentiments, disputes between tribes, drug cases, brawls between students, violence against children, begal everywhere, cases of Bullying, showing a weak national character [12]. So parents really consider the school needed for their children. Research [13], stated that the factors that the community considers in choosing an elementary school for their children are the location of the school, the provision of curriculum, teachers, school facilities and infrastructure, extracurricular activities, the school environment, and have a reputation and good name.

Parents in ancient times preferred to send their children to public elementary schools because parents argued that in public schools, the child's future was more guaranteed to the next level and the cost was cheaper. This is in line with the research [14], which shows that parents in the selection of public schools for children are because the cost is more affordable, has a curriculum and accreditation, the existence of scholarship programs, opportunities to the well-known college level/PTN. However, in reality nowadays more parents choose Islamic-based schools for their children's education because they think Islamic-based schools can form a good character. The choice of school chosen by most parents is a faith-based school, because they think that a faith-based school will educate children both from general knowledge and religion so that it will form a good character [15]. This is reinforced by research [16–18] Factors that are considered by the community in the selection of Islamic-based schools are the portion of religious education, security, school achievement, learning approaches, and discipline that will bring good character to children. Research from [19], also shows that children who go to Islamic-based schools have a better attitude of obedience so that they can form a good character of children. In line with the research of [20] which shows that faith-based schools have more interest and have more achievements than public schools.

Based on the description above, researchers are interested in analyzing how parents are interested in choosing an elementary school for their children so that they choose an Islamic-based elementary school. So the researcher will raise the title of the study: Analysis of Parents' Interest in Choosing Islamic-Based Elementary Schools. The focus of this study is on parents' views on Islamic-based elementary schools and the attractiveness of schools that influence parents' interest in choosing Islamic-based elementary schools. From this research, it is hoped that it can be used as a reference, reference, and reference in the selection of Islamic-based elementary schools or things related to parents' interest in choosing Islamic-based elementary schools.

## 2 Method

This research is a Qualitative Descriptive study that aims to analyze parents' interest in choosing an Islamic-based elementary school, with three main discussions regarding 1) Parents' views on Islamic-Based Elementary Schools, 2) Parents' interest in Islamic-Based Elementary Schools so that there is an interest in sending children to Islamic-Based Elementary Schools, and 3) The attractiveness of Islamic-Based Elementary Schools that most influences parents' interest in choosing these Elementary Schools. This research was conducted at SDIT Darul Falah Sukoharjo from August to October.

The subjects in this study were parents or guardians of grade 1 students, teachers, and principals. The data in this study is qualitative data from the interview results in the form of words, and/or sentences, observations, and documentation. The source of this research data interviews were conducted involving three parents of grade 1 students, one homeroom teacher of class 1A, and the principal. Interviews were conducted to answer questions related to (1) how parents view Darul Falah Islamic-based elementary schools, (2) How parents' interest in SDIT Darul Falah so that there is an interest in sending children to Islamic-based elementary schools, (3) What is the appeal of SDIT Darul Falah that most influences the interest of parents in sending children to Islamic-based elementary schools. Observation is carried out by conducting observations in an environment that supports research, such as activities at school, school programs, school extracurriculars. The documentation used is official documentation of the data owned by the school such as the school's vision and mission, new student admission pamphlets, and new student data.

The data analysis process is carried out inductively, in line with what was conveyed by Bogdan and Biklen (1998). This study used Miles & Huberman's qualitative data analysis technique. Activities in data analysis are data reduction, data display, and conclusion drawing/verification. 1. Data reduction Reducing data means summarizing, choosing the main things, focusing on the important things, looking for themes and patterns, namely related to parents' interest in sending children to Islamic-based elementary schools, 2. Display Data (data presentation). Data presentation can be done in the form of brief descriptions, charts, relationships between categories, 3. Conclusion Drawing/Verification Researchers draw conclusions based on the results of research and discussion.

The validity of the data in this study is a credibility test. Test credibility using triangulation techniques and triangulation of data source. Data collection triangulation is carried out by comparing data or information collected through other techniques. Triangulation of data sources is carried out by asking the truth of certain data or information obtained from an informant to another informant. For example, data on the attractiveness of parents in choosing a primary school for a child with an interview with the parents of students, compared with the same data from interviews with teachers.

### **3 Result and Discussion**

After interviews were conducted with the principal, teachers and parents and conducted direct observations at SDIT Darul Falah, several research results were obtained. In this study, we will discuss three main things as follows: 1) Parents' views on Islamic-based elementary schools, 2) Parents' interest in Islamic-based elementary schools so that there is an interest in sending children to Islamic-based elementary schools, and 3) The attractiveness of Islamic-based elementary schools that most influences parents' interest in choosing these elementary schools. Here's a clearer breakdown.

#### **3.1 Parents' View on Islamic-Based Primary Schools at SDIT Darul Falah**

In the present era, there are many types of elementary schools in Indonesia, one of which is Islamic-based elementary schools. There are also many parents who are more

interested in sending their children to Islamic-based elementary schools. This is also influenced by parents' views on Islamic-based elementary schools. Every parent must have different views regarding Islamic-based elementary schools, so this is a consideration in sending children to school. As stated by Vitasari (2017), which states that each parent's views can be based on the experience and knowledge they have. To find out what parents' views on Islamic-based elementary schools at SDIT Darul Falah were conducted, an interview was conducted with one of the parents of grade 1 students.

One of the views of parents regarding Islamic-based elementary schools is that Islamic-based schools not only teach general education but also teach religious education. As the results of the interview delivered by Mrs. Nur Wardani as the guardian of class 1A students:

*"Menurut saya yaa Mba, kalau sekolah yang berbasisnya Islam pasti lebih mengutamakan agamanya, jadi selain pendidikan umum, diberikan pula pendidikan agama. Terutama sekarang jaman semakin canggih luar biasa, jadi saya sedikit khawatir kalau anak saya tidak dibekali penguatan agama yang baik sejak kecil (In my opinion, if the school is based on Islam, it must prioritize the religion, so in addition to general education, religious education is also given. Especially now that the times are getting more sophisticated, so I'm a little worried that my son hasn't been equipped with good religious reinforcement since childhood)." (interview, September 19, 2022).*

In Islamic-based schools, it not only teaches general education but also teaches religious education, with many religious activities and extracurriculars. Become a positive outlook for parents. Where by being familiarized with religious activities, it will be able to grow and strengthen the religious character of students. Especially in this day and age, which is all sophisticated, which is indirectly able to soften the religious character of students, Islamic-based schools are a good consideration to be used as an option in sending children to school. This is supported by the results of an interview from Mrs. Wahyuningsih as the guardian of student 1A as follows.

*"Saya menyekolahkan anak saya di SDIT Darul Falah, pasti banyak pertimbangannya ya Mba. Seperti di SDIT Darul Falah kan termasuk sekolah yang basisnya Islam, jadi pasti banyak kegiatan keagamaan yang pastinya baik untuk anak seperti yang saya tau itu, ada kegiatan sholat duha dan membaca Al-Qur'an sebelum memulai pembelajaran, terus ada juga sholat dhuhur berjamaah. Sehingga saya rasa dengan kegiatan keagamaan yang selalu di biasakan akan memperkuat karakter keagamaan anak saya, dan itu sangat baik menjadi bekal di jaman sekarang (I sent my son to school at SDIT Darul Falah, there must be a lot of consideration. Like in SDIT Darul Falah, it is a school whose base is Islamic, so there must be many religious activities that are definitely good for children as I know it, there are dhuha prayer activities and reading the Qur'an before starting learning, then there are also congregational dhuhur prayers. So I think that with religious activities that are always used to it will strengthen my son's religious character, and that in my opinion is very good to be a provision in this day and age)" (interview, September 19, 2022).*

A similar opinion was also conveyed by Mrs. Intan Cahyani as the guardian of class 1A students, as follows.

*“Di SDIT Darul Falah itu kan sekolah islam, jadi menurut saya sekolah tersebut pasti menekankan pendidikan karakter dengan nilai-nilai agama sehingga mampu menumbuhkan kereligiusan pada anak-anak (At SDIT Darul Falah, it is an Islamic school, so I think the school definitely emphasizes character education with religious values so that it can foster religiousness in children)”* (interview, September 19, 2022)

Academic education is important, but in this day and age a person with good academic ability if not balanced with strengthening religious character will be self-defeating. As can be seen in the moral degradation that occurs today, many people who have good achievements actually put aside worship [22]. Therefore, parents will prioritize noble morals and understanding of worship by sending their children to Islamic-based schools, where religious education and academic education will run in balance.

*“Sekolah berbasis Islam seperti SDIT Darul Falah, memiliki nuansa keislaman dalam berbagai hal ya Mbaa. Seperti kurikulum yang dipakai, visi misinya, kemudian bagaimana aturan berseragam yang sesuai syariat Islam, ekstrakurikuler keagamaan dan kegiatan rutin keagamaan seperti mengaji dan sholat duha (Islamic-based schools such as SDIT Darul Falah, have Islamic nuances in various ways. Such as the curriculum used, the vision and mission, then how to uniform rules that are in accordance with Islamic law, religious extracurriculars and routine religious activities such as preaching before starting the learning and prayer of Dhuha congregation).”* (interview, September 21, 2022).

In addition to emphasizing religious education, Islamic-based schools also have Islamic nuances ranging from curriculum, vision, mission, extracurriculars, dress and daily activities at school. This is also a positive view of parents towards Islamic-based schools. In line with opinion Nahidl (2007), which states that all activities in Islamic-based schools will include Islamic and religious values ranging from school concepts, vision, mission, institutions, curriculum, methodology and teaching and learning processes. With all activities and rules in schools that contain Islamic values, it is hoped that children can familiarize children with all religious activities with sincerity and full of responsibility which are not only carried out at school but also carried out at home and in the general environment. And with religious cultivation from an early age, it is also expected to be able to bring out awareness and correct understanding of one's duties, roles and responsibilities as a servant of God, students, children and members of society [21]. Thus, the purpose of parents sending their children to Islamic-based schools is to hope that their children have an Islamic personality [24].

Through the results of interviews conducted with several guardian parents, it can be concluded that Islamic-based schools according to parents are schools that have Islamic nuances with more emphasis on Islamic religious education and are able to strengthen the religious character of students through religious lessons and activities. This is supported by previous research conducted by Tuzzahrah et al. (2016), it is obtained that Islamic-based schools are interpreted by parents positively where Islamic schools are able to balance the life of the world and the afterlife of the child. Other supporting research was also carried out by Vitasari (2017), where parents have different views on Islamic-based schools such as Islamic schools being able to educate students' character derived from Islamic religious values, schools have a larger share of religious education than other schools. However, the study is contrary to the research conducted by Sabdah (2021), in

Bungguuso Village, it is found that it is not uncommon for parents to have a negative view of Islamic schools such as schools with fees that tend to be expensive, schools that use the full-day school system will affect the condition of students and children's time with parents will be less. Therefore it cannot generalize the views of parents towards Islamic-based schools should be the same, because in reality those views must vary. That way it all depends on how parents respond and choose which schools are felt to provide benefits for both their children, both public schools and Islamic-based schools.

### **3.2 Parents' Interest in SDIT Darul Falah so that An Interest Arises in Sending Children to Islamic-Based Elementary School**

The reason someone chooses something must be because there is a sense of interest that arises, just like parents who choose to send their children to Islamic-based schools because of an interest in Islamic-based schools. Where this interest will arouse the interest of parents in sending children to Islamic-based elementary schools. Like parents who send their children to school at SDIT Darul Falah, these parents must have an interest in SDIT Darul Falah. To find out how parents are interested in SDIT Darul Falah, interviews were conducted with several guardian parents.

Parents who send their children to school at SDIT Darul Falah have different interests, such as parents who are interested in the excellent programs offered at SDIT Darul Falah. With excellent programs that certainly provide many positive benefits for children, especially in strengthening the religious character of students, it is one of the reasons parents send their children to school at SDIT Darul Falah. As stated by one of the parents of the guardians of class 1A students, Mrs. Nur Wardani as follows.

*"Ya, dari awal saya memang sudah tertarik dengan sekolah berbasis Islam ya Mba. Apalagi di SDIT Darul Falah juga menawarkan program-program unggulan yang menurut saya sangat bagus sekali untuk meningkatkan pendidikan agama (Yes, from the beginning, I have been interested in Islamic-based schools. Moreover, at SDIT Darul Falah also offers excellent programs which I think are very good for improving religious education. Such as the flagship program of memorization 2 Juz Al-Quran (Juz 29 and Juz 30))."* (interview, September 19, 2022).

At SDIT Darul Falah has several excellent programs, such as the memorization program 2 juz of the Qur'an (Juz 30 and Juz 29). With this program, it is able to help students memorize some juz from an early age, which certainly provides positive benefits for children. With this excellent program, students will be busy with rote memorization instead of spending time with negative things, which will prevent students from behavior that is deviant from Islam. In addition to the interest in the programs offered, parents are also interested in school activities that always uphold Islamic religious values. As stated by the parents of the homeroom of class 1A students, Mrs. Wahyuningsih as follows.

*"Ya saya tertarik sama SDIT Darul Falah, jadi saya menyekolahkan anak saya di sana Mba. Karena saya memang ingin anak saya itu baik di bidang agamanya, maka saya rasa SDIT Darul Falah bisa membantu anak saya biar agamanya baik dan akhlaknya baik pula (What made me interested in SDIT Darul Falah was because of its religious worship development programs such as congregational dhuha prayers, congregational dhuhur prayers, Friday Infaq, adhan training, Saturday Iqro, and NSB (Ngaji Siswa Bersama). So I decided to choose to send my son to school there. Because I really want*

*my son to be good in his religion, then I think SDIT Darul Falah can help my son so that his religion is good and his morals are good too).*" (interview, September 19, 2022).

With an interest in religious programs and activities that are always implemented at SDIT Darul Falah, it is able to influence parents' interest in sending their children to SDIT Darul Falah. In addition, the guardian parents are also interested in the available religious extracurriculars and the achievements achieved by SDIT Darul Falah, both academic achievements and non-academic achievements. With the achievements achieved, parents are more interested and confident to send their children to school at SDIT Darul Falah. This is supported by the results of an interview conducted with the parents of 1A students, Mrs. Intan Cahyani, as follows.

*"saya tertarik di kegiatan agama yang di lakukan ya Mba, selain itu prestasi di SDIT Darul Falah juga sangat banyak. Jadi saya tertarik menyekolahkan anak saya di sana, saya harap anak saya juga bisa memiliki prestasi yang bagus juga (I am interested in sending my son to school at SDIT Darul Falah because of the religious extracurricular activities given to students such as Pildacil, Tilawah Qur'an, and Tahfidz Club. In addition, there are also many achievements at SDIT Darul Falah. So I am interested in sending my son there, I hope my son can also have good achievements as well).*" (interview, September 19, 2022).

At SDIT Darul Falah has many achievements both in academic and non-academic fields such as religion, it has proven to be able to generate a sense of interest from parents to send their children to school at SDIT Darul Falah. As is the case according to Sandria (2018), which states that school achievement is one of the factors that parents consider in choosing a faith-based primary school for their child. In this study, it was concluded that parents' interest in Islamic-based schools at SDIT Darul Falah lies in the superior programs of religion, achievements and many religious activities, so that with this interest, it can arouse parents' interest in sending their children to school at SDIT Darul Falah. The results of this study are in line with previous studies conducted by Sandria (2018) at SD Muhammadiyah 16 Surakarta, the results obtained that several factors that influence parents' interest in faith-based schools are the existence of superior programs of religion, environment, achievements, facilities and complete extracurriculars. Research with opposite results was conducted by Fitriana et al., (2022) at TQ An-Najiya Junior High School, Kota Baru was found that parents had no interest in Islamic-based schools due to cost constraints, the desire of their own children who wanted to go to public schools, facilities and locations.

### **3.3 Factors Affecting the Implementation of the Habituation Program at MI Muhammadiyah Paseban**

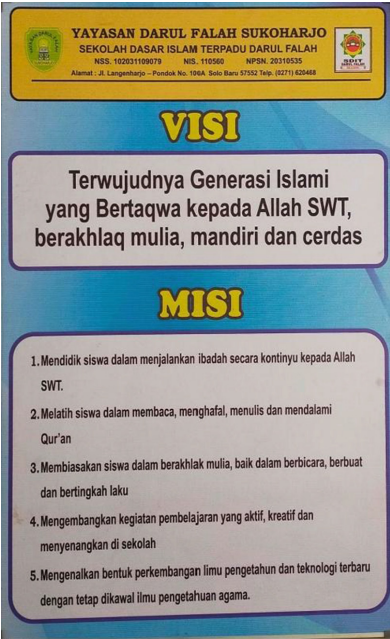
Every school must have its own charm, both public schools and Islamic-based schools. Just as the Islamic-based school at SDIT Darul Falah must have its own charm which may also be different from other schools, to find out, an interview was conducted with the principal and one of the homeroom teachers at SDIT Darul Falah. One of the attractions of SDIT Darul Falah lies in the vision and mission of the school, with a strong vision and mission and being able to provide balanced knowledge between the world and the hereafter. The vision and mission of the school is one of the considerations for parents in



choosing SDIT Darul Falah. This is supported by the statement delivered by Mr. Sudarto, S.S as the principal of SDIT Darul Falah, as follows.

*“Yaa, di sekolah kami (SDIT Darul Falah) pasti mempunyai daya tarik ya Mba. Seperti yang dapat kita ketahui sekolah ini memiliki Visi dan Misi yang seimbang dalam kehidupan dunia maupun akhirat, yang sangat cocok untuk generasi sekarang. Jadi, dengan sekolah di SDIT Darul Falah dapat meraih pengetahuan di dunia serta di akhirat sebagai bekal nanti (Yaa, in our school (SDIT Darul Falah) definitely has an appeal. As we can know, this school has a balanced Vision and Mission in the life of the world and the hereafter, which is very suitable for the current generation. So, by studying at SDIT Darul Falah can gain knowledge in the world as well as in the hereafter as a provision later).”* (interview, September 21, 2022).

With a vision and mission that both prioritize general education and religious education, it is an attraction at SDIT Darul Falah, because then student life will be balanced. It will be useful for students today and in future lives, because in fact a good vision and mission is oriented towards the future, for a long period of time and in accordance with the norms that exist in society [29]. This is also one of the advantages of SDIT Darul Falah compared to other public schools. In addition, SDIT Darul Falah has another attraction, especially in the field of religion where there is a superior religious program. The flagship program of religion is in the form of a memorization program 2 Juz Al-Qur'an (Juz 30 and Juz 29), as conveyed by Mrs. Atik Midhiyanti, S.Pd as the homeroom teacher of class 1A at SDIT Darul Falah in her interview as follows (Fig. 1).



**YAYASAN DARUL FALAH SUKOHARJO**  
SEKOLAH DASAR ISLAM TERPADU DARUL FALAH  
NIS. 102031199078    NIS. 119560    NPSN. 20319335  
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**VISI**

Terwujudnya Generasi Islami yang Bertaqwa kepada Allah SWT, berakhlak mulia, mandiri dan cerdas

**MISI**

1. Mendidik siswa dalam menjalankan ibadah secara kontinyu kepada Allah SWT.
2. Melatih siswa dalam membaca, menghafal, menulis dan mendalami Qur'an
3. Membiasakan siswa dalam berakhlak mulia, baik dalam berbicara, berbuat dan bertingkah laku
4. Mengembangkan kegiatan pembelajaran yang aktif, kreatif dan menyenangkan di sekolah
5. Mengenalkan bentuk perkembangan ilmu pengetahuan dan teknologi terbaru dengan tetap dikawal ilmu pengetahuan agama.

**Vision and Mission of SDIT Darul Falah**

**Vision**

The realization of an Islamic generation who have faith, devotion to Allah Almighty, have a noble character, are physically and spiritually healthy and have knowledge of the world and the Hereafter.

**Mission**

1. Educate students in carrying out continuous worship to Allah SWT
2. Accustom students to behave and speak well and honestly
3. Train students in memorizing, writing, and reading the Qur'an
4. Develop active, creative, and fun learning activities at school
5. Introduce the development of communication science and technology to students

**Fig. 1.** Vision and Mission of SDIT Darul Falah

*“Disekolah ini, daya tariknya itu ada di program unggulannya Mba. Banyak orang tua yang menyekolahkan anaknya di sini karena kami punya program unggulan hafalan Al-Qur’an. Yang saya tau orang tua yang menyekolahkan anaknya di sini itu ingin anaknya terlatih sejak dini untuk mengahal Al-Qur’an, karena yaa.. manfaatnya banyak sekali baik untuk dunia maupun di akherat nanti (In this school, the attraction is in the flagship program Mba. Many parents send their children here because we have a superior program of memorizing the Qur’an. What I know is that parents who send their children here want their children to be trained early to recite the Qur’an, because of yaa.. the benefits are so great both for the world and in the hereafter).”* (interview, September 21, 2022).

The flagship program of memorization of the Qur’an is a program that is in great demand by parents who want their children to become Qur’an hafidz at an early age. In addition, familiarizing children with the activities of memorizing the Qur’an from an early age will form pious morals, behave well, make sharp memories and brilliant thoughts [30, 31]. In addition, the process of memorizing the Qur’an has a positive impact in the form of early love for the practice of Qur’anic values that have been memorized [32]. There is nothing to lose in familiarizing children with the memorization of the Qur’an, but there are many benefits that are given to life in the world and in the hereafter. For this reason, this program is one of the attractions of schools in influencing parents’ interest in sending their children to school at SDIT Darul Falah. In addition to the vision and mission as well as the existing religious excellence programs, SDIT Darul Falah also has other attractions in the field of achievement. As stated by Mrs. Atik Midhiyanti as the homeroom teacher of class 1A (Fig. 2 and Table 1).

*“Prestasi di SDIT Darul Falah sangat baik ya Mba, dengan di raihnya juara dari berbagai perlombaan baik akademik maupun keagamaan. Hal itu menjadi daya tarik dari sekolah ini (The achievements at SDIT Darul Falah are very good, with winners from various competitions, both academic and religious. And the extracurricular activities available at this school are also an attraction for parents because the existence of extracurricular activities can be a forum for students to develop their talents and achievements in students. That’s the appeal of this school in influencing the interest of parents).”* (interview, September 21, 2022).

In line with what was conveyed by Mr. Sudarto, S.S as the Principal of SDIT Darul Falah,

*“Yaa, selain program unggulan, SDIT Darul Falah juga memiliki prestasi yang sangat baik. Ini juga menjadi salah satu daya pikat sekolah untuk menarik minat orang tua agar menyekolahkan anaknya di sekolah kami (Yaa, in addition to the existing religious excellence programs and religious extracurricular activities, SDIT Darul Falah also has excellent achievements. This is also one of the allures of schools to attract parents to send their children to our school).”* (interview, September 21, 2022).

With good achievements, it is able to attract parents to send their children to school at SDIT Darul Falah. With academic and religious achievements, it is proof that SDIT Darul Falah is able to educate students to become competitive and insightful individuals. The achievements achieved are not only academic but also religious, it has proven the success of the school’s vision and mission in creating a person with the ability to balance between the world and the hereafter. That way the conclusion that can be drawn that



Fig. 2. Pamflet of SDIT Darul Falah

the attractiveness of SDIT Darul Falah in influencing parents' interest in sending their children to Islamic-based schools lies in the vision and mission of the school, religious programs, and achievements achieved by the school. This research is in line with previous research conducted by Sunarya et al., (2016) At SMK Islamic Village Karawaci, the results were obtained that the school has an attraction shown in its facilities, vision and mission with the help of a video profile.

Based on the results of the research and explanations that have been described, the results were obtained that parents have a positive view of Islamic-based schools, where Islamic-based schools according to parents are schools that have Islamic nuances with more emphasis on Islamic religious education and are able to strengthen the religious character of students through religious lessons and activities. Then, parents have an interest in Islamic-based schools which lie in the superior programs and religious activities offered by the school such as memorization of 2 Juz Al-Qur'an (Juz 29 and Juz 30), congregational dhuhr prayers, congregational dhuha prayers, Friday Infaq, adhan training, NSB (Ngaji Siswa Bersama), Pildacil, Tilawah Qur'an, and Tahfidz club as well as academic and non-academic achievements achieved in religious activities that are instilled regularly so that they are able to aroused parents' interest in sending their children to school at SDIT Darul Falah. And also SDIT Darul Falah has the most attractiveness that affects the interest of parents, namely the vision and mission of the school, religious programs, and achievements achieved by the school. This research still has many limitations such as at the school level, for this reason, it is hoped that future research can be expanded again the level taken in research such as at the junior high school level, high school and universities based on Islam so that the benefits that can be provided become wider. In this study, it is hoped that it can be a reference for Islamic-based schools in improving quality to attract parents to send their children to Islamic-based schools.

**Table 1.** Achievement Program

<p><b>A. Vision</b> The realization of an Islamic generation who have faith, devotion to Allah Almighty, have a noble character, are physically and spiritually healthy and have knowledge of the world and the Hereafter.</p> <p><b>B. Mission</b> 1. Educate students in carrying out continuous worship to Allah SWT 2. Accustom students to behave and speak well and honestly 3. Train students in memorizing, writing, and reading the Qur'an 4. Develop active, creative, and fun learning activities at school 5. Introduce the development of communication science and technology to students</p>	<p><b>C. Reasons to Choose a School at SDIT Darul Falah</b></p> <p>1. Islamic schools instill in learners to have: a. Salimul Aqidah (Aqidah survivors) b. Shohihul Ibadah (True Worship) c. Matinul Khuluk (His Holiness's Morals) d. Mustaqoful Fikri (Insightful)</p> <p>2. Integrated Schools Integrated School is a combination of diknas, depag, and Pondok Pesantren curriculum in learning</p> <p>3. Schools with Excellent Programs a. Featured Programs Memorization of 2 Juz of the Qur'an (Juz 30 &amp; Juz 29) b. Competition • Class Meeting • Independence Competition • Cleanliness competition class every month • Mading Race • Porse c. Coaching and Worship • Dhuhur congregation prayers • Dhuha Prayer • Pesantren Kilat Ramadhan • Friday's Infaq • Clean Friday • Adzan • NSB (reading the qu'an Together) d. Discipline, Dexterity • Outbond Class 6 • Outing Class (Kelas 1-5) • Extracurricular • Camp Adventure e. Improved Learning Achievement • Additional tutoring • reading the qu'an Coaching Competitions • Outstanding Learners Scholarship</p>	<p>4. Schools with 4 Languages Equip and get to know students with Arabic, English, and Javanese</p> <p>5. Schools at realistic costs Schools with cross-subsidies of underprivileged and underprivileged students, BOS funds, Scholarships for outstanding students, orphans, and underprivileged students</p> <p>6. Programs during the covid pandemic • Home Visit • Face-to-Face Meetings with the Wellness program 3 times a week</p> <p><b>D. Achievements of SDIT Darul Falah</b></p> <ul style="list-style-type: none"> <li>• 2nd Place in KOSN in the 100 m Swimming freestyle at the district level 2021</li> <li>• 2nd place in KOSN in the 50 m swimming sport butterfly style at the district level 2021</li> <li>• 2nd place in KOSN in the 100 m breaststroke swimming at the district level 2021</li> <li>• 1st winner of Mapsi Putra computer information technology at the sub-district level 2021</li> <li>• 1st Place in Islamic Stories of Mapsi Putri at the sub-district level 2021</li> <li>• 1st winner of Islamic scientific work Mapsi Putri sub- district 2021</li> <li>• 1st winner of the 2021 Mapsi Putra sub-district level</li> <li>• 1st winner of LCC Mapsi Putra at the sub-district level 2021</li> <li>• Enter the Grogol contingent team of the 2021 national student sports competition (KOSN) swimming sport</li> <li>• 2nd winner of the Qur'an Literacy competition to commemorate the national student day in 2021 PAC GP Anshor, Grogol District</li> <li>• 2nd winner of Hifdzil Qur'an Mapsi Putra tibgkat sub-district 2021</li> <li>• 2nd Winner of Macapat Islami Mpsi Putri at the sub-district level 2021</li> <li>• 2nd place in the 2021 women's Mapsi women's competition</li> <li>• 3rd winner of Hifdzil Qur'an Mapsi putri sub-district level 2021</li> <li>• 2nd winner of Popda Pencak silat at the district level 2020</li> <li>• 1st winner Popda tae kwon do U-42 district level sukoharjo 2020</li> <li>• 3rd place Popda tae kwon do U-33 district level sukoharjo</li> <li>• 2nd Winner of OSN Pencak silat at the sukoharjo regency level</li> <li>• 1st place in Popda Men's Swimming at the Grogol sub-district level 2020</li> <li>• 1st Place in Popda Swimming Puti at the Grogol sub-district level 2020</li> <li>• 1st winner Popda tae kwon do U-42 district level 2020</li> </ul>
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## 4 Conclusion

The purpose of this study is to analyze parents' interest in choosing an Islamic-based elementary school, with three main discussions regarding 1) Parents' views on Islamic-based elementary schools, 2) parents' interest in Islamic-based elementary schools so that there is an interest in sending children to Islamic-based elementary schools, and 3) The attractiveness of Islamic-based elementary schools that most influences the interest of parents in choosing these elementary schools. Based on the analysis that has been carried out, the results are obtained that parents have different views regarding Islamic-based schools. However, in this study, it was found that parents have a positive view of Islamic-based schools, namely Islamic-based schools have Islamic nuances by placing more emphasis on Islamic religious education and are able to strengthen the religious character of students through religious lessons and activities. With a positive outlook, parents have an interest in Islamic-based elementary schools, especially in the excellent religious programs offered by the school such as memorization of 2 Juz Al-qur'an (Juz 29 and Juz 30), congregational dhuhur prayers, congregational dhuha prayers, Friday Infaq, adhan training, NSB (Ngaji Siswa Bersama), Pildacil, Tilawah Qur'an, and Tahfidz club as well as academic and non-academic achievements achieved in religious activities that are instilled regularly so that they are able to aroused parents' interest in sending their children to school at SDIT Darul Falah. In addition, SDIT Darul Falah has its own attraction that most influences the interest of parents, which lies in the vision and mission of the school, religious programs, and achievements achieved by the school. Thus, it was concluded that: 1) Parents have a positive view of Islamic-based schools, where Islamic-based schools according to parents are schools that have Islamic nuances with more emphasis on Islamic religious education and are able to strengthen the religious character of students through religious lessons and activities. 2) Parents have an interest in Islamic-Based Elementary Schools which lies in religious excellence programs such as memorization of 2 Juz Al-Qur'an (Juz 29 and Juz 30), congregational dhuhur prayers, congregational dhuha prayers, Friday Infaq, adhan training, NSB (Ngaji Siswa Bersama), Pildacil, Tilawah Qur'an, and Tahfidz club as well as academic and non-academic achievements achieved in religious activities that are instilled regularly so as to be able to arouse parents' interest in sending them to school children in Islamic-Based Primary Schools. 3) Islamic-Based Elementary Schools have the most attractiveness that affects parents' interests, namely the vision and mission of the school, religious programs, and achievements achieved.

With the results of the research obtained, the author hopes to provide benefits for other Islamic-based schools in increasing parental interest by improving quality and creating its own appeal. As well as being able to make a view to parents in choosing a good Islamic-based school for their child. The author also hopes that further research can cover a wider range and levels such as junior high school, high school and Islamic-based universities so that the benefits provided are wider and more developed.

**Acknowledgments.** The author thanked the University of Muhammadiyah Surakarta for funding the publication process. And the author thanked. And the author would like to thank Mr. Sudarto, S.S as the principal of SDIT Darul Falah for providing a research place. And thank you to the teachers and parents who are willing to be informants in this study.

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