



Implementation of Qur'anic Values in Kretek Kudus Dance: Synergy Between Religion and Culture to Improve the Achievement of Pantura Youth

Muhammad Wazid Husni^{1*}, Venty Zuslia², Alfiyan Chasanul Muna¹, Fella Rezza Silviana¹

¹ Universitas Islam Negeri Sunan Kudus, Indonesia

² MA Nahdlatul Muslimin

*Corresponding Author's e-mail: wazidhusni@ms.iainkudus.ac.id

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Abstract: *This research examines the importance of the implementation of Qur'anic values in Kretek Kudus Dance as an effort to synergize religion and culture to improve the achievements of Pantura youth due to the lack of implementation of Qur'anic values and culture in the learning process, as well as the low achievement of Pantura youth. The purpose of this study is to analyze how the values of the Qur'an and Kretek Dance play a role in improving the achievements of the youth of the Pantura region. The research method uses a qualitative approach with a phenomenological design, with data collection through in-depth interviews, participant observation, and documentation of dance trainers, religious leaders, and youth of the Pantura region. The phenomenological analysis follows established procedures of data reduction, thematic clustering, and interpretive synthesis. The results of the research findings show that there is a synergy between the values of the Qur'an and Kretek Kudus Dance, namely in the values of the Qur'an there is a value of enthusiasm, an order to study, elevated degrees for believers and knowledge so as to improve academic and non-academic achievements. In Kretek Dance, there are values of enthusiasm, thoroughness, gratitude, and skill that not only improve youth achievement, but also form noble characters. Furthermore, the internalization of these Qur'anic and cultural values is analyzed through the framework of Abdurrahman An-Nahlawi's Islamic education theory, employing exemplary behavior (al-uswah), socialization/habituation (al-adah), and guidance/advice (al-ma'izhah) to develop the potential of Pantura youth. Thus, the implementation between the values of the Qur'an and Kretek Dance is effective as a medium for cultural da'wah and the development of potential achievements of Pantura youth.*

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INTRODUCTION

Culture and religion are two important pillars in the life of Indonesian society (Setinawati et al., 2025). As the country with the largest Muslim population in the world, Indonesia has long embraced Islamic traditions and values that influence various aspects of life, including art and culture (Yusuf et al., 2025). One of the richest forms of cultural expression in Indonesia is dance, which often reflects social, cultural, and religious identities of a particular region (Suprpto & Simamora, 2025). One unique example that

reflects the synergy between culture and religion is the Kudus Kretek Dance, which not only symbolizes the richness of local culture but can also be integrated with moral and ethical teachings in the Qur'an.

Kudus Regency, as part of the Pantura region of Central Java, Indonesia, has a significant population (Ardianti, 2025). Based on data from the Central Java Provincial Statistics Agency (BPS), the population of Kudus Regency in 2024 is estimated to reach 874,8000 people, with around 66.13% being in the productive age group (15-59 years), which includes youth and young adults who have the potential to become agents of change in society (Darmawan, 2025). Youth in Kudus District, as in many other parts of Indonesia, are an integral part of the social and economic dynamics. They have a major role in regional development and are the successors of local cultural heritage. In this case, the influence of local culture integrated with religious values can serve as an effective means in shaping the superior character and achievements of youth (Iwan et al., 2025).

Kretek Kudus Dance is one of the dance cultures that developed in the city of Kudus, Central Java, Indonesia, which is known for its kretek cigarette production (Candrasari et al., 2023). Kudus is an important city in the Pantura (North Coast) region of Java, which has a long history in the kretek industry. The dance depicts the traditions and lives of the local people, which are rich in cultural values, as well as depicting activities related to kretek cigarettes. However, behind the uniqueness of the dance movements, there is a great opportunity to incorporate spiritual values contained in the teachings of the Qur'an, which can provide a new dimension in the development of cultural arts.

Kretek Kudus dance not only has aesthetic value, but also contains moral messages that can be conveyed to the audience, especially youth (Meilani & Lestari, 2024). The movements in this dance can be combined with the values contained in the Qur'an, such as enthusiasm, accuracy, gratitude, and skills. This can create a strong synergy between religion and culture in order to form better character and achievement of youth. However, the reality is that there is still a lack of integration of Kudus Kretek Dance culture in youth learning around the cultural area (Candrasari et al., 2023). So it is important to examine the implementation of kudus kretek dance culture to improve the achievement of pantura youth. The Qur'an, as a guide to Muslim life, conveys various teachings that are not only limited to aspects of worship, but also regulate morality, ethics, and social relations (Iwani et al., 2024). Values such as enthusiasm, rigor, gratitude, and skills found in the Qur'an, if applied in cultural arts such as Kretek Kudus Dance, have the potential to shape character and improve individual achievement, especially among youth.

Pantura youth, especially those in the city of Kudus, are an integral part of the social and economic dynamics of the region. Based on data from the Central Java Provincial Statistics Agency (BPS), the number of young people in the Pantura region continues to increase, and they play an active role in regional development (Adawiyah, 2024). However, the challenge faced by youth is the rise of negative influences coming from technological advances and globalization, which sometimes causes an identity and moral crisis so that many of them have low achievement. Supported based on research from Kartikasari, the results show that the level of achievement of coastal youth is still low (Kartikasari et al., 2023). So it is important to examine how to improve student achievement through the implementation of Qur'anic and cultural values.

In this context, Kretek Kudus Dance can be a means to create better academic and non-academic achievements for the younger generation, by integrating local culture and Islamic values contained in the Qur'an. If youth are given proper guidance through cultural

arts such as Kretek Dance, they can be more easily directed to develop their potential, improve their achievements, and contribute positively to society. The implementation of Qur'anic values in Kretek Kudus Dance has the potential to form youth who are not only skilled in art, but also have high morals and achievements, and are ready to face the challenges of the times (Didik et al., 2025); (Firdaus et al., 2023)

As part of the efforts to preserve and develop cultural arts, it is important for the community, especially the youth in Kudus Regency, to get to know and appreciate Kretek Dance as a local cultural heritage that has extraordinary potential (Prayoga et al., 2025). In addition, it is also necessary to conduct more intensive coaching in integrating religious values in this art performance. The local government and various related parties can play an active role in supporting the development of Kudus Kretek Dance through various training programs, workshops, and performances involving youth (Mulanto & Cahyono, 2021). Thus, it is hoped that Kretek Kudus Dance can become a medium that not only introduces dance as part of local culture, but also acts as a medium to strengthen character and improve the academic and non-academic achievements of youth, as well as strengthen the relationship between religion and culture in community life.

As a concrete step, several art communities in Kudus have begun to integrate moral values in the performance of Kretek Kudus Dance. For example, dance movements that emphasize enthusiasm, accuracy, gratitude, and skills are in line with the teachings of the Qur'an regarding the importance of enthusiasm in studying, accuracy in doing things, gratitude for the blessings given by Allah SWT, and dance skills to improve academic and non-academic achievements (Didik et al., 2025); (Firdaus et al., 2023) (Mulanto & Cahyono, 2021). Thus, Kretek Kudus Dance not only functions as a spectacle or entertainment, but also as a medium of moral education that teaches noble Islamic values to the youth.

Based on this description, this study aims to analyze how the implementation of Qur'anic values in Kretek Kudus Dance can contribute to the improvement of youth achievement in Kudus Regency, especially in the Pantura region. The synergy between religion and culture is expected not only to preserve cultural arts, but also to shape academic and non-academic achievements, build better youth characters, and be ready to face the challenges of globalization with integrity. Thus, it is hoped that this research can provide insight into the importance of the role of dance culture by introducing and implementing Qur'anic values for the younger generation.

To understand the mechanisms of this integration, this study incorporates Abdurrahman An-Nahlawi's Islamic education framework as the theoretical foundation for value internalization. This theory asserts that character development and the cultivation of religious values are best achieved through three holistic methods: exemplary behavior (*al-uswah*), socialization or habituation (*al-'adah*), and spiritual guidance or advice (*al-ma'izhah*). By applying this framework alongside a qualitative phenomenological approach, this study explores how Kudus Kretek Dance serves not only as an artistic performance but also as a structured medium for character education and cultural da'wah (*da'wah bil hal*) to unlock the potential of Pantura youth.

To achieve these objectives, this study employs a qualitative research design with a phenomenological approach. Phenomenology is selected as the methodological framework because it enables an in-depth exploration of how youth in Kudus Regency experience, perceive, and internalize the integration of Qur'anic values within the Kretek Kudus Dance, thereby capturing the lived meanings and subjective interpretations that

underlie their cultural and religious engagement (Syaifulloh et al., 2025). Data will be collected through in-depth interviews, participant observation during dance training and performances, and document analysis of related cultural and educational materials (Tresnawaty & Enok Risdayah, 2025). The phenomenological analysis will follow established procedures of data reduction, thematic clustering, and interpretive synthesis to identify essential structures of experience related to character formation and achievement enhancement among participants (Mohammad Alief Hidayatullah et al., 2025).

Previous studies emphasize that culture and religion are closely interconnected in shaping social identity and moral values within Indonesian society (Setinawati et al., 2025; Yusuf et al., 2025). Cultural arts, including traditional dance, are recognized as mediums that transmit ethical norms, religious values, and collective identity (Suprpto & Simamora, 2025). Research on the Kudus Kretek Dance explains that this dance reflects local wisdom rooted in the socio economic life of kretek industry workers and the cultural history of Kudus Regency (Candrasari et al., 2023). The dance movements symbolize discipline, diligence, cooperation, and craftsmanship, values that align with Qur'anic teachings related to responsibility and perseverance.

Several scholars argue that traditional dance contains moral messages that can be conveyed effectively to younger generations when integrated into educational and cultural programs (Meilani & Lestari, 2024). However, studies also indicate that the integration of local cultural arts into youth learning activities in Kudus remains limited (Candrasari et al., 2023). Studies on the Qur'an as a moral and ethical guide highlight that Qur'anic values such as enthusiasm, accuracy, gratitude, and skillfulness are essential in shaping individual character and achievement (Iwani et al., 2024). When these values are embodied through cultural performances, they can be internalized more meaningfully by youth.

Research focusing on youth in the Pantura region reveals that despite their strategic role in regional development, youth achievement levels tend to remain relatively low due to socio-economic pressures and globalization influences (Kartikasari et al., 2023; Adawiyah, 2024). These findings suggest the importance of alternative educational approaches that integrate cultural identity and religious values. Several studies highlight the role of cultural arts in improving youth character and achievement. Integrating Qur'anic values into traditional performances has been shown to enhance discipline, motivation, and creativity among youth participants (Didik et al., 2025; Firdaus et al., 2023). Furthermore, community-based cultural development supported by local government programs, training, and workshops contributes significantly to cultural preservation and youth empowerment (Mulanto & Cahyono, 2021; Prayoga et al., 2025).

Based on these studies, it can be concluded that the integration of Qur'anic values within the Kudus Kretek Dance has strong theoretical and empirical support. However, specific research that examines its direct implementation and contribution to youth achievement in the Pantura region remains limited. This research seeks to fill that gap by analyzing how cultural and religious synergy through the Kudus Kretek Dance can improve both academic and non-academic achievements of youth.

RESEARCH METHODOLOGY

a. Research Approach

This study employs a qualitative approach and case study design to examine how Qur'anic values and Kretek Kudus Dance enhance Pantura youth achievements (Mertens, 2019). Qualitative methods provide contextual insights into culture religion synergy and youth development, prioritizing interpretation over quantification.

b. Research Design

A case study centers on Kretek Kudus Dance, exploring Qur'anic integration, challenges, and youth impacts (Rahman & Arif, 2021).

c. Research Location

This study was conducted in the regencies of Kudus, Jepara, Blora, Pati, and Lasem Rembang in Central Java, with a primary focus on youth communities involved in cultural activities, particularly the Kudus Kretek Dance. The selection of these locations was based on their proximity to the deep-rooted tradition of kretek cigarettes and the role of the Kudus Kretek Dance as an important element in the socio-cultural life of the Pantura community.

d. Research Subjects

The research subjects consisted of three main groups that had direct experience and relevance to the topic being studied:

- 1) Youth: Active Kretek Kudus dancers from Pantura areas (Finn et al., 2023).
- 2) Trainers: Rini Nur Hardito, S.T., from Cipto Ningasih studio, guiding value integration (Li et al., 2025).
- 3) Religious Figures: Dr. H. Sholahuddin, M.S.I., Rois Tanfidziyah PCNU Lasem and STAI Al Hidayat rector.

e. Data Collection Techniques

Data collection in this study was carried out using three methods, namely:

1) Interviews

Semi structured interviews will be Semi structured with subjects on perceptions and achievement links (Nandagire et al., 2023).

2) Observation

Direct participation in dance training/performances (Muzari et al., 2022).

3) Documentation

Archives, videos, and literature on dance history (Idris, 2021).

f. Research Instruments

The instruments used in this study included interview guidelines designed to explore the following aspects:

- 1) The youth in this study were selected based on their experience in participating in the Kudus Kretek Dance and how they relate the values of the Qur'an to their achievement development. With indicators of enthusiasm, thoroughness, gratitude, and skill (Mulanto & Cahyono, 2021).
- 2) Kretek dance trainers, namely their views on the role of the Kudus Kretek Dance in shaping the achievements and character of young people, as well as the influence

of religious values in the dance training process. With indicators of enthusiasm, precision, gratitude, and skill in shaping academic and non-academic achievements (Mulanto & Cahyono, 2021)

- 3) Religious leaders, who will be studied regarding their perceptions of how the values of the Qur'an are applied in dance, as well as their impact on the spiritual and social development of young people. With indicators of values contained in the Qur'an surah Attaubah verse 122, Al-Mujadalah verse 11, and Al-Alaq verses 1-5 about the values of enthusiasm, precision, gratitude, and skills in shaping academic and non-academic achievements (Yuniartin et al., 2024).

g. Data Analysis Techniques

Thematic analysis processes data (Sabharwal & Miah, 2021).

- 1) Transcription: Verbatim from interviews/observations.
- 2) Coding: Labels for Qur'anic values, dance practices, achievement influences.
- 3) Theme Grouping: Synergy of religion-culture, character building, achievement impacts.
- 4) Triangulation: Cross-verifies interviews, observations, documents.
- 5) Verification: Member checking and audit trails ensure validity (Sabharwal & Miah, 2021).

RESULTS AND DISCUSSION

1. History, Meaning, and Function of Kretek Kudus Dance

a. History and Origins of Kretek Kudus Dance

Kudus Kretek Dance is a form of traditional dance originating from Kudus Regency, Central Java, which has close ties to the cigarette industry in the region. Kudus, famous for its kretek cigarette production, has a rich culture represented in the form of performing arts, including dance. The history of Kudus Dance began in Kudus in 1985, created by an artist named Endang Toni Supriyadi (Setyaningrum, 2015). This dance was introduced at the same time as the inauguration of the Kudus Kretek Museum. The Kudus Kretek Museum contains a miniature history of cigarette manufacturing and photos of successful cigarette entrepreneurs in Kudus (Welker, 2021) (Widyastuti, 2020).

The Kretek Dance was inspired by the kretek industry, which is a hallmark of the city of Kudus (Arthamevia et al., 2022). The philosophy of the Kudus Kretek Dance is rich in meaning, reflecting the life and culture of the people of Kudus, which is closely related to the kretek cigarette industry (Mulanto & Cahyono, 2021). The dancers' costumes also have special meanings. The blue velvet kebaya symbolizes the clothing of the priyayi (nobility) in ancient times. The caping (farmer's hat) symbolizes hard work. The nine-layered necklace reminds us of the teachings of Walisongo. The five brooches symbolize the five pillars of Islam, which are the guidelines for the people of (Diana, 2021).

This dance depicts the balance between economic and cultural activities in the region. The Kretek Kudus dance was originally introduced at social and religious events, often performed at certain commemorative events or as part of rituals to honor the gods in local beliefs. With the kretek cigarette industry as the identity of Kudus, this dance eventually developed into a cultural symbol that shows the interaction between community life and local economic activities involving the

cigarette industry (Kusumawati et al., 2020). Thus, the Kretek Dance is not only entertainment, but also an educational medium for learning about culture and religion, thereby improving academic and non-academic achievements.

b. Elements and Meaning in Kudus Kretek Dance

The Kretek Kudus dance combines movements that reflect the rhythm and spirit of hard work in the kretek cigarette industry. Each movement in this dance is designed to depict the cigarette-making process, such as rolling tobacco, mixing ingredients, and lighting the fire, which symbolizes the success of the product. This dance has dynamic and energetic movement patterns, which show seriousness and perseverance in work (Mulanto & Cahyono, 2021). On the other hand, the aesthetic elements in this dance also contain spiritual and cultural values, which reflect the values of enthusiasm, precision, gratitude, and skill in the Kudus community. The dance movements, which are filled with industrial symbolism, show how local culture and economy can work together to form a strong cultural identity. The Kudus Kretek Dance also symbolizes the harmonious relationship between humans, nature, and the work carried out by the people of Kudus, which is reflected in the regularity of the dance movements and the use of tools related to the cigarette industry (Supratno, 2023).

c. The Function and Role of Kretek Kudus Dance

The Kretek Kudus dance is not only a form of entertainment but also plays an important role in the social and cultural life of the Kudus community. This dance is often performed at important events, such as cultural festivals, celebrations of important days, and religious events. In addition to being a means of entertainment, the Kretek Kudus Dance also serves as a medium for preserving local culture for the younger generation and the wider community, as well as motivating Pantura youth to achieve (Mulanto & Cahyono, 2021). This dance is a means of education that teaches the values of enthusiasm, precision, gratitude, and skills that are very important in shaping the character of the community. In this context, this dance also plays a role in strengthening the cultural identity of the Kudus community, which is an area known for its cultural diversity and success in the cigarette industry. The Kudus Kretek Dance invites the community to appreciate existing local traditions and culture and encourages the younger generation to get involved in preserving traditional arts and culture (Candrasari et al., 2023).

2. Youth Internalization of Qur'anic and Cultural Values through Kretek Kudus Dance for Developing North Coast Youth Potential

Integration the values of the Qur'an and culture local in the Kudus Kretek Dance can understood in a way deep through framework theory Abdurrahman An-Nahlawi's Islamic education (Munif, 2017). He confirm that education character and planting religious values require holistic methods, including through exemplary behavior (*al- uswah*), socialization/habituation (*al-' adah*), and guidance / advice (*al-ma'izhah*).

a. Method Exemplary (*At- Tarbiyah bill Uswah*) in Maintain Culture Local

In Abdurrahman An- Nahlawi's view, exemplary is method the most effective education, because man will tend copy behavior a figure he respected, who in the context of the Kudus Kretek Dance is as following:

1) Role Coach and Figure Dance Art

Coach dance like in the studio Cipto Ningasih and senior artists act as *uswah* (role model) for young people Pantura. The exemplary behavior shown coach in preserve inheritance culture local, will always guard discipline, as well as integrate politeness And Isla's civilization, so that can become example real absorbed by generation young.

2) Maintain Identity Local

Through the exemplary behavior of the coaches and figure society, youth taught for proud and consistent maintain to culture kudas local in the middle onslaught modernization and globalization. exemplary behavior this fortify youth from crisis identity, so that can direct they For chase performance without leave root its culture.(Hilmi & Laila, 2026).

b. Method Socialization and Habituation (*At- Tarbiyah bil 'Adah*)

Abdurrahman An- Nahlawi emphasize that values kindness and religious must implanted through the socialization process and exercise (*riada*) carried out in a way repeatedly, so that will become inherent habits ('*adah*'). The process of practicing the Kretek Dance regularly can internalize attitudes commendable like accuracy, discipline, work hard, and Work The same team. Besides that, through involvement active in art performances, youth North Coast become used to socializing in positive environment. Habituation movement structured dance can practice awareness motoric, emotional, and spiritual, so that form character diligent young man And achieve Good in a way academic both academic and non- academic. (Alwan & Izzati, 2024).

c. Method Guidance and Advice (*At- Tarbiyah bill Mau'izhah*)

Guidance and spiritual advice (*mau'izhah*) can become bridge for convey meaning implied and philosophy religious content in every Kudus Kretek Dance movements. So for that, through combination exemplary behavior trainer, socialization/habituation practice, and guidance/advice about philosophy religious, the Kudus Kretek Dance does not only functioning as an art medium show only, but also will develop become source education character and media for preaching culture (*da'wah*) bill matter.

With thus, with existence implementation Abdurrahman An- Nahlawi's theory This prove that maintenance culture local and planting the value of the Qur'an can walk balanced and synergy. Synergy This proven effective in motivating youth North Coast For reach performance academic and non-academic, at the same time form generation young people who excel, have good morals noble, and firm hold identity religious as well as its culture.

3. The Urgency of Implementing the Values of the Qur'an (Religious Leaders' Perspectives on the Implementation of Al-Qur'an Values in Kudus Kretek Dance)

The implementation of Qur'anic values in the Kretek Kudus dance, as seen from the perspective of religious leaders, shows a synergy between religion and culture that can have a positive impact on the youth of Pantura. In this context, religious leaders consider this dance not only as a means of entertainment, but also as an educational medium for instilling noble Islamic values through art. Based on observations and interviews with religious leaders, namely Dr. H. Sholahuddin, M.S.I, who serves as Rois Tanfidziyah PCNU Lasem and rector of STAI Al Hidayat Lasem Rembang, it was found that the values contained in the Qur'an, such as enthusiasm in seeking knowledge, precision in work, gratitude, and the importance of skills, are reflected in the movements of the Kretek Kudus dance.

Table 1. Synergy Between The Values of The Qur'an Verses and The Kretek Kudus Dance

No.	Surah	Verse	Values	Description
1	At-Taubah	122	Values of enthusiasm and diligence	Motivation to seek knowledge and diligence in learning.
2	Al-Mujadalah	11	Value of gratitude	Humility and gratitude for the blessings bestowed by Allah.
3	Al-Alaq	1-5	Value of skill	Continuously seeking knowledge to hone one's skills.

(Source: Data Analysis)

Table 1. shows that the Kudus Kretek Dance, which depicts the process of making cigarettes, contains a moral message closely related to the teachings of the Qur'an. The spirit of hard work reflected in the dance movements reminds young people to have the same spirit in pursuing knowledge, as taught in Surah At-Taubah verse 122 about the motivation to pursue knowledge in times of war, where the prophet did not allow everyone to go to the battlefield, so that no one would neglect their studies (Resky & Suharyat, 2023). In addition, the thoroughness in checking cigarettes depicted in this dance can be interpreted as a lesson for young people to be thorough in their studies. This value of thoroughness is very relevant to the principle that learning must be thorough so that the knowledge gained is not mistaken. This is very relevant to Surah At-Taubah verse 122, which encourages its followers to seek knowledge even in times of war.

Dr. H. Sholahuddin, M.S.I. also emphasized that "In terms of its usefulness, it has a significant positive impact on the character development and achievements of young people in the Pantura region. Because the Kudus Kretek Dance is a representation of local culture, it has great potential to instill the moral values contained in the Qur'an. One of the main values applied through this dance is the spirit of hard work, which is reflected in the movements that depict the process of making kretek cigarettes."

From this statement, the implementation of the values of the Qur'an in the Kretek Kudus dance can be seen as a positive step in shaping the character and improving the achievements of young people in the Pantura region. The Kretek Kudus

dance is not just a cultural expression but also has great potential as an effective medium for moral education. The value of gratitude instilled through the movements in this dance also reminds young people to always be humble and grateful for the blessings given by Allah, in accordance with the teachings in Surah Al-Mujadalah verse 11, which states that those who are grateful will be elevated in rank ((Hariyo, 2024) (Nur et al., 2023). A humble and grateful attitude will encourage young people to continue seeking knowledge, thereby improving the achievements of young people in the Pantura region (raising their status).

The skills developed in the Kretek Kudus dance are also in line with the teachings of the Qur'an, which encourage Muslims to continue seeking knowledge to hone their skills. In accordance with the values of the Qur'an in Surah Al-Alaq verses 1-5, there is a command to seek knowledge, both academic and non-academic, which will enable young people to acquire many skills (Sa'idah, 2021). Thus, religious leaders view the implementation of Qur'anic values in the Kudus Kretek Dance as a very positive effort in shaping the character of young people, who are not only physically skilled, but also have strong morals and good achievements, both academically and non-academically.

4. The Urgency of Implementing the Values of Kudus Kretek Dance (The Perspective of a Dance Coach)

Based on interviews and observations with dance instructors at the Cipto Ningasih Kudus dance studio, Rini Nur Hardito, S.T.'s perspective explains the implementation of Al-Qur'an values in Kudus Kretek Dance based on the indicators of enthusiasm, precision, gratitude, and skill (Candrasari et al., 2023; Mulanto & Cahyono, 2021) as follows: "I see the implementation of Qur'anic values in the Kretek Kudus Dance as a very positive effort for the youth of Pantura, where there are many positive values in the Kretek Kudus Dance. Values such as enthusiasm, precision, gratitude, and skill can improve the academic and non-academic achievements of young people in the Pantura region."

"The hope for the future is that the youth of Kudus will always preserve the Kudus Kretek Dance, making it a unique cultural identity of Kudus that continues to live and develop."

Table 2. Values in Kudus Kretek Dance

No.	Value	Description
1	Enthusiasm	The enthusiasm for making cigarettes can be applied to the enthusiasm for seeking knowledge.
2	Precision	Precision in checking cigarettes can be applied to precision in learning.
3	Gratitude	The worship movements in the Kretek Kudus dance foster gratitude to Allah SWT, so that young people do not stop seeking knowledge.
4	Skills	Dancing skills improve non-academic achievements.

(Source: Data Analysis)

Table 2. shows that according to Rini Nur Hardito, S.T., the implementation of Al-Qur'an values in the Kretek Kudus Dance is a positive step for Pantura youth, because instilling noble values through attractive art forms such as the spirit of workers

making cigarettes can increase their enthusiasm for seeking knowledge. In addition, the precision in checking cigarettes teaches precision in learning, the movements in the Kretek Kudus Dance foster gratitude to Allah SWT so that young people do not stop pursuing knowledge, and dancing skills improve non-academic achievements (Candrasari et al., 2023) (Mulanto & Cahyono, 2021).

Therefore, the implementation of Quranic values in dance also becomes an effective means of spreading religious values in a creative and enjoyable way (Shervina & Nugraheni, 2019). The younger generation must preserve the Kudus Kretek Dance, because this dance not only teaches about art, but also provides a better understanding of Islamic teachings.

5. Synergy Between Religion and Culture from the Perspective of Youth

a. Culture and Youth Achievements

Local culture is often a driving factor in youth achievement (Yuniartin et al., 2024). Kretek Kudus dance, as part of local culture, is not only a means of entertainment, but also a medium for honing skills and developing a positive mental attitude. Participation in cultural activities, such as dance, can improve motor skills, creativity, and collaboration, all of which contribute to improved achievement (Delfa Lobato et al., 2021). In addition, culture also teaches the importance of perseverance in practice, which can be translated into the context of education and achievement in school and outside of school. Pantura youth who are actively involved in local culture tend to be more adaptable and achieve success in various fields because they have been trained to appreciate the process and hard work.

b. The Role of Culture in Shaping Youth Character

The youth of Pantura are young people who live along the north coast of Java and have a rich culture. Local culture, including arts and traditions, plays an important role in shaping the character of young people. The values instilled through local culture, such as enthusiasm, have the potential to shape the personalities of young people who are highly motivated and achievement-oriented (Sari et al., 2024). Local culture can enhance the sense of precision and skills among young people, which contributes to improving their performance in various fields. In addition, active involvement in local cultural activities, such as the Kretek Kudus Dance, can strengthen young people's sense of identity and increase their confidence in facing life's challenges. Culture provides a solid social foundation for young people to develop their potential, both academically and non-academically (Sari et al., 2024).

c. Integration of Culture and Religion in Shaping the Achievements of Pantura Youth



Figure 1. The Process of Practicing The Kudus Kretek Dance
(Source: Personal Document)

Based on Figure 1. the results of direct observation during the practice of the Kudus Kretek dance at the Kudus Cultural Park show that Pantura youth are not only influenced by local culture, but also by the religious values upheld by the local community. The integration of culture and religion, especially the values contained in the Qur'an, is believed to have a positive impact on improving youth achievement. The synergy between religion and culture can create social conditions that support character development and youth achievement (Dollahite, 2019). Values such as enthusiasm, diligence, gratitude, and skills taught in Islam can be applied in cultural activities, thereby creating youth who are not only academically accomplished but also highly moral. In Pantura, for example, the Kretek Kudus dance, which embodies Islamic values, can be an influential means of improving youth achievement in various aspects of life.

d. Opinions of Youth from the Synergy of Religion and Culture

Based on interviews and observations of young people in the Pantura region of Kudus, Jepara, Blora, and Pati, a positive perspective was obtained regarding the synergy between religion (the values of the Qur'an) and culture (Kudus Kretek Dance). According to Noor Hidayanti, a young person from the Kudus region, "As a young person from Pantura, I see a synergy between the values of the Qur'an and the culture of the Kudus Kretek Dance, which tells the story of the cigarette-making process, as a solid foundation for improving performance." According to Diyan Sukma Lutfiana, a young man from the Pati region and a participant in the Kretek Dance record in Kudus Regency, explained that: "The Kudus Kretek Dance reflects the value of precision in making cigarettes. This value of precision can be an example of daily implementation in learning to be thorough, so that Pantura youth can achieve success."

Supported by the opinion of Rahma Salsabila, a student at UIN (State Islamic University) Sunan Kudus from the Jepara region and a participant in the MURI record for the Kretek Dance in Kudus Regency, who explained that: "The implementation of the values of the Qur'an and the Kudus Kretek Dance can improve student achievement because Allah commands us to be serious in every matter. Therefore, young people must be diligent, enthusiastic, and meticulous in doing things. One of the implementations is enthusiasm and meticulousness in learning, so that young people can achieve success through Kudus culture, namely the Kudus Kretek Dance."

Based on the explanations provided by Noor Hidayanti, Rahma Salsabila, and Diyan Sukma Lutfiana, it is evident that the Kudus Kretek Dance embodies the values of enthusiasm and precision in the craft of cigarette making. These values of enthusiasm and precision can be implemented in daily activities (Bandura, 2023). Thus, something that is done with enthusiasm and precision will be successful, ultimately improving the achievements of Pantura youth (Cardon et al., 2017) (Covey, 2020)(Lazarides et al., 2018). In accordance with the values of the Qur'an in Surah At-Taubah verse 122, which contains motivational values to always be enthusiastic about seeking knowledge, taken from the story of the Prophet Muhammad SAW's war, the prophet did not allow everyone to go to the battlefield, so that no one would neglect their studies (Resky & Suharyat, 2023). The value of

enthusiasm for seeking knowledge can improve academic achievement. This shows that there is synergy between religion and culture that can improve achievement.

According to Mazana Bilqis Tiyana, a young man from Jepara and participant in the MURI record for the Kretek Kudus Dance in Kudus Regency, explained that: "Gratitude in the Kretek Kudus Dance fosters sincerity, enthusiasm, and appreciation for the process, which can improve the academic and non-academic achievements of students." In addition, according to Luthfiana Erlita Sari, a young student from UMK (Muria Kudus University), explained that: "The value of gratitude taken from the implementation of the worship movement in the Kretek Kudus Dance is a form of interaction between believers and Allah SWT as a form of gratitude for the blessings given to humans. Thus, humans do not become arrogant and are elevated in status through the achievements they attain."

Based on the opinions of Luthfiana Erlita Sari and Mazana Bilqis Tiyana, the Kretek Kudus Dance contains the value of gratitude to always be humble, a sincere attitude can improve academic and non-academic achievements, and an attitude of not being arrogant about the achievements made will make young people consistent in their good achievements (Candrasari et al., 2023). This gratitude is a form of gratitude from believers for the blessings that Allah SWT has given to humans (Wijaya et al., 2024). Believers will not feel arrogant about their achievements, so they continue to strive for knowledge, so that their status is elevated by Allah through the academic and non-academic achievements they have achieved. In accordance with the values of the Qur'an in Surah Al-Mujadalah verse 11, there is a value of elevation for believers ((Hariyo, 2024) (Nur et al., 2023). From this value, it can be concluded that the act of worship has a value of gratitude that can improve academic and non-academic achievements.

According to Olisyia Larassati, one of the organizers of the Kudus Kretek Dance record in Kudus Regency, said that: "The Kudus Kretek Dance shows the non-academic achievements of young people." Supporting this opinion, Ahmad Jauhari, one of the dancers of the Kretek Dance UKK Racana Sunan Kudus from Blora, also said that: "The values of the Qur'an in the art of the Kretek Dance Kudus reflect the value of skills."

Based on the opinions of Olisyia Larassati and Ahmad Jauhari, it shows that the Kudus Kretek Dance can also reflect the value of skills (Mulanto & Cahyono, 2021). By learning dance, many skills can be acquired. One of them is being able to dance, training the brain to focus, and learning to control the soul and emotions while dancing. This value of skill is closely related to learning. Because skills will be created if we continue to learn (Eysenbach et al., 2018) (Scott, 2015). In accordance with the values of the Qur'an in Surah Al-Alaq verses 1-5, there is a value of commanding knowledge (Sa'idah, 2021). From this value of commanding knowledge, it will create infinite skills for the youth of the Pantura region.

Art is not only a form of artistic expression, but also a medium for spreading and instilling the values of the Qur'an (Umar et al., 2024). The implementation of religion and culture provides a strong moral and spiritual foundation, as well as pride in local cultural identity (Dasopang, 2022). The values of the Qur'an, such as enthusiasm, precision, gratitude, and skill, which are reflected in the Kretek Dance, shape positive character traits that are very important in achieving success. By

understanding and practicing these two aspects, the youth of the Pantur region will be more motivated to excel in various fields, both academic and non-academic.

These values are highly relevant in facing the challenges of learning and working in the 21st century. The Kudus Kretek Dance is not just a performing art, but also an effective learning medium that instills positive values in a creative and enjoyable way. Thus, the synergy between the Qur'an and culture can produce a generation of Pantura youth who are noble, intelligent, accomplished, and proud of their identity.

CONCLUSSION

Based on the results of the research conducted, the integration of the values of the Qur'an surah At-Taubah verse 122, Al-Mujadalah verse 11, and Al-Alaq verses 1-5 in Kretek Kudus Dance has a positive impact on improving youth achievement in the Pantura region. By employing a qualitative research design with a phenomenological approach, this study successfully explored the lived experiences and subjective meanings of the youth, dance coaches, and religious leaders, capturing how these spiritual values are deeply internalized and practiced within cultural activities. This research successfully shows that Kretek Kudus Dance not only functions as a cultural expression, but also as a medium to instill moral values in the Qur'an that can improve the achievement of Pantura youth. The values of enthusiasm, rigor, gratitude, and skill reflected in these dance movements make a significant contribution in improving achievement in both academic and non-academic fields.

Furthermore, this internalization process is structurally supported by Abdurrahman An-Nahlawi's Islamic education framework, which is holistically implemented through exemplary behavior (al-uswah) shown by coaches, continuous socialization and habituation (al-'adah) during training, and spiritual guidance or advice (al-ma'izhah) that reveals the deep religious philosophy behind each dance movement. The synergy between religion and culture, which is reflected in the Kudus Kretek Dance, not only strengthens local cultural identity, but also provides a strong moral foundation for youth to face the challenges of the 21st century. This finding confirms the importance of the role of art as a medium for cultural da'wah that effectively spreads and internalizes religious values, while motivating youth to continue to develop and excel.

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