
The Utilization Of Social Media Da'wa

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Abstract

This article discusses the use of social media as a means of preaching. Seeing the many social media that can be used for preaching in the world, it can make it easier for a preacher to convey the contents of his preaching. Preaching is an action that invites people to do good, and the media of preaching is an intermediary tool used to carry out the preaching. With the existence of various social media that can be used to carry out preaching, the existence of social media has motivated many preachers to convey their preaching, using various internet facilities. The emergence of millennial preachers has begun to create Islamic content that is packaged in a relaxed manner in stories of everyday life, and decorated with funny things, and now many preachers convey their preaching with events that are in accordance with the lives of Muslim society, so that millennial preachers now attract a lot of attention from the public. The advancement of technology today certainly brings benefits and impacts to the development of preaching. Many millennials use social media for preaching, which is packaged with current trends such as images and videos. The preaching given is based on originality and contemporary. Originality adheres to Islamic values and is based on the latest discoveries in the present.

Keywords

Da'wah, Social Media, Utilization



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INTRODUCTION

The digital era emerged with the existence of digital, Internet networks, especially technology and information from computers. New media in this digital era has characteristics that can be manipulated, both the network and the Internet. The old media are now moving to new media or the Internet. The ability of digital media today makes it easier for people to get and receive various information very quickly. The existence of this internet media has changed the mass media in droves to change direction.

Digital technology that is increasingly sophisticated today is making a big change in the world, the birth of various types of digital technology that are increasingly advanced

has erupted. Various groups have facilitated access to information through many ways, and can enjoy digital technology facilities freely and under control.¹

Social media are services or sites that distribute content such as images, audio, text, video, etc. Social media as a convergence between personal communication, which is deep in the sense of sharing between individuals (one-to-one sharing), and public media, which can be shared with anyone without any individual specificity. According to Boyd, social media is a collection of software tools that allow individuals and communities to gather, share, communicate and in some cases collaborate or play with each other.

Social media has the power of user-generated content, where content is generated by users rather than by editors as in mass media agencies. In essence, social media can be used to carry out various two-way activities, with different forms of information and knowledge exchange.²

Da'wa is essentially an act of calling, inviting or conveying the values of religious teachings that are pleasing to Allah to be conveyed to the audience. and avoiding negative behaviour that is much hated by Allah and far from Allah's pleasure. Da'wa is very close to the name of communication, so in order for Da'wa to be successful, it must of course be done with a pattern of communication that's also good. The knowledge of communication is developing quite rapidly at the moment, one of which is in visual form, or in other words, can be seen.

In this case, the delivery of messages to people in the environment using media that can be seen. At this time the use of social media is increasing every day, you could say it has become a necessity for the community, at this time Instagram is one of the social media that is most used by the community, especially teenagers who use mobile phones every day. So, of course, preaching in this digital age can take advantage of social media to convey information or da'wa messages to all the users of these social media.

Therefore, a preacher must have a variety of creative ways so that what is conveyed and displayed attracts the attention of many people to be seen by social media users.

Education is a system and a way to improve the quality of life in all fields so that

¹ Wawan Setiawan, "*The Digital Age and its Challenges*," Universitas Pendidikan Indonesia, 2017, 1.

² Nurlina, "*Dakwa In Social Media As A Means Of Spreading Dakwa In The Digital Era*," preprint (Open Science Framework, July 24, 2020), 97, <https://doi.org/10.31219/osf.io/b2cvm>.

throughout the history of human life there is almost no one who does not use education as a means of civilizing and improving its quality, although with different systems and methods according to the standard of living and culture of each society. Even education is also used as a means of applying life views.³ Because of the importance of da'wa to uphold the truth, da'wa through education through several fields that are notaben. Because of the importance of preaching to uphold the truth, da'wa through education through several fields that are very much needed is deemed necessary and good to be applied to Indonesian society.

METHODS

The research conducted in this paper is by using a qualitative method with library research, this research involves collecting data from various sources, then analyzing it and organizing the findings.⁴ Research methods are efforts to study and explore a topic using scientific methods, data collection, management, analysis, and conclusions. In order to solve problems and produce information that is useful for human existence.⁵

This research can be conducted through a literature study or library data collection method. The author utilizes books, journals, newspapers, dictionaries, and various other sources from the research library that are pertinent to this title. The method employed by the author is for data analysis, namely content analysis, which examines in depth the utilization of social media as a medium for da'wa in the digital era.

RESULT AND DISCUSSION

Definition of Social Media

Van Dijk posits that social media is a platform for users to engage in activities and cooperation. Consequently, social media can be regarded as a facilitator of online media. This, in turn, strengthens the relationship between users. Meike and Young contend that social media represents a convergence between communication, namely sharing between individuals (one-to-one sharing) and public media, whereby users can share with anyone

³ Didin Hafidhuddin, *Actual Da'wa*, (Jakarta: Gema Insani Press, 1998), 104.

⁴ Zed, M. *Library Research Methods*, (Jakarta: Yayasan Obor Indonesia, 2008).

⁵ Abu Bakar Rifa'i, *Introduction to Research Methodology*, (Yogyakarta: SUKA- Press UIN Sunan Kalijaga, 2021). 2.

without individual specificity. Boyd defines social media as a set of software devices that enables individuals and communities to gather, share, communicate, and, in some cases, collaborate or play with each other. Social media differs from traditional mass media in that content is generated by users, rather than by editors. In essence, social media enables a multitude of two-way activities, encompassing various forms of exchange, cooperation, and the fostering of interpersonal connections. These interactions can manifest in a multitude of formats, including visual, written, and audiovisual forms. Social media is founded upon two fundamental principles: sharing and collaboration.⁶

The Nature of Da'wa

In essence, da'wa comes from the Arabic word da'a-da'wan, which means teaching, invitation, invitation or invitation. In terminology, according to Toha Umar, da'wa is an activity of guiding people in a wise direction to the right direction according to Islamic law for their happiness and safety in the world and in the hereafter.

While the definition of da'wa according to some experts is as follows: According to Bakhyl Khauli, da'wa is the process of reviving Islamic law with the intention of moving people from one state to another. According to Sheikh Ali Mahfudz, da'wa is inviting people to do good activities and follow instructions, telling them to do good and forbidding them from bad deeds so that they get happiness in the world and in the hereafter.

Da'wa is also an invitation, a call to action, a plea, and a dissemination of positive messages to both those who espouse Islamic teachings and those who do not. In essence, da'wa is an act of persuasion, carried out in a peaceful, gentle, consistent, and committed manner. The da'wa method is a specific method carried out by a da'i (communicator) to mad'u (the audience) with the objective of achieving a goal based on wisdom and compassion. This implies that the da'wa approach must be based on a nature-oriented view that places the highest value on humans.

From the definitions of da'wa presented above, it can be inferred that da'wa is a means of reviving Islam through an invitation or appeal to humans to engage in virtuous

⁶ Ahmad Setiadi, "Social Media Use For Communication Effectiveness," t.t., 2.

actions in order to achieve safety in the world and the hereafter. From the aforementioned opinions, it can be inferred that da'wa is a methodology utilized to revitalize Islam through exhortations to Muslims to perpetually engage in virtuous conduct.⁷

The Nature of the Digital Age

The digital era is a period during which information can be obtained with relative ease and speed, and subsequently disseminated through the use of digital technology. In contrast, digital technology is a technology that employs a computerized system that is connected to the Internet. The digital era and technology are inextricably linked and exert a profound influence on society, particularly among teenagers who rely on a multitude of sources for information. The contemporary digital age has a profound impact on social interaction. The digital era is characterized by the accelerated pace of technological development. Technological equipment is no longer a scarce resource. The majority of human activities related to social, cultural, sporting, economic, and political matters are now reliant on the sophistication of technological developments to facilitate the acquisition of information and the execution of activities designed to address a given problem.

In the contemporary digital age, the community is experiencing a multitude of impacts, both positive and negative. In terms of its positive impact, digital technology facilitates the dissemination of information, entertainment, and knowledge. Conversely, digital technology has also been linked to negative outcomes, particularly in the realm of children's behavior and character. Research suggests that children are increasingly influenced by Western cultural norms, including the tendency to emulate Western behaviors and practices. A child can imitate this because they are able to see pictures, listen to music, watch videos, play games, and engage in other activities online or offline.⁸

Utilization of Social Media as Da'wa Media

The rapid development of technology has led to the emergence of a new phenomenon, namely Instagram, which has become an attractive platform for activists of da'wa on social media. This is due to the rise of netizens who seek information and

⁷ Darsam, "Using Instagram As A Dakwa Media Trend," t.t., 14.

⁸ Tesa Alia, "Parental Assistance to Early Childhood Children in the Use of Digital Technology" 1 (2018): 66.

knowledge related to Islam on Instagram. The test was conducted by searching the Google search engine with the keyword "Instagram Da'wa." The results page returned the names of the da'wa accounts on Instagram and their respective usernames.

This is consistent with the responses of several informants regarding the types of information sought on Instagram. All informants agreed that Islamic preaching is one of the most sought-after forms of information in the current digital era. Ratnawati posits that the information most frequently sought on Instagram is related to comedy, motivations for Islamic preaching, weekly studies, and a modicum of entertainment, including the viewing of artist accounts. The underlying motivation for an individual's choice of content is influenced by their diverse interests.

Rahmawati posits that she selected Instagram as a platform for the purpose of investigating information related to Islam and also for accessing entertainment content from various Instagram accounts. The information she is seeking pertains to Islamic preaching, including the works of ustad Abdul Somad, ustazah Oki Setiana Dewi, and ustad Adi Hidayat, among others.

From the preceding opinions, it can be inferred that Instagram users are in need of information about Islam. A study conducted by Fadly Usman revealed that 92% of mobile phone users utilize their devices for a minimum of eight hours per day.

This indicates that in the digital era, mobile phones are not only used to fulfill primary needs, such as telephone communication or SMS, but also to fulfill secondary needs, such as finding other information. Such information includes that related to da'wa. This demonstrates the efficacy of social media as a platform for disseminating Islamic teachings, including the Instagram application, which offers a plethora of sophisticated features. This presents a significant opportunity for a Dai to utilise social media as a platform for disseminating knowledge related to Islam.

The Instagram application is the most popular form of media among the general public, particularly among young people. Its effectiveness is due in part to the high rate of internet usage. Consequently, a Dai may utilize Instagram as a medium for disseminating religious teachings, with the objective of persuading individuals to embrace virtuous

conduct. Moreover, the content of his da'wa can be tailored to the contemporary events.

As the most popular contemporary media platform, Instagram offers a range of tools and features that can be leveraged for the purpose of da'wa. The implementation of da'wa will be facilitated by the utilisation of certain features on Instagram, namely: Photo: The process of uploading images to an Instagram account is straightforward and can be completed with minimal effort. Additionally, there are a plethora of manual filters that can be employed to enhance the visual appeal of the content. Video features with varying durations are particularly well-suited for the purpose of preaching, as they allow for the delivery of a more compelling message. Instastory is a feature that is better known as a "Snapgram." This feature allows users to convey da'wa information within 24 hours.

The aforementioned features permit the preacher to convey Islamic preaching. The use of risky photos, Instastory, and videos is contingent upon the capacity of the individual, their desire to engage in such activities, and the perceived ease of creating da'wa messages.⁹

One of the most important pillars in the spread of Islam is preaching because through the process of preaching all values, norms and knowledge are transformed or transmitted from one generation to the next. How important da'wa are for the development of Islam. It is no exaggeration if Islam is included in the typology of missionary religions, namely religions developed through da'wa.¹⁰

The text highlights the significance of utilizing social media, particularly Instagram, as a powerful platform for Islamic da'wa (preaching). The rapid technological advancements have led to Instagram's emergence as an attractive platform for da'wa activities, where users increasingly seek Islamic information. The text notes that Instagram is widely used not only for entertainment but also for religious content, as indicated by the preferences of users and the popularity of Islamic figures like Ustadz Abdul Somad, Ustadzah Oki Setiana Dewi, and Ustadz Adi Hidayat.

⁹ Yosieana Duli Deslima, "Instagram Utilization as Da'wa Media for Communication and Islamic Broadcasting Students of UIN Raden Intan Lampung," *AT-TABSYIR: Journal of Islamic Broadcasting Communication* 7, no. 1 (May 16, 2020): 76, <https://doi.org/10.21043/at-tabsyir.v7i1.7151>.

¹⁰ Muthi "atus Sholihah, *Paper on Da'wa Methods through Educational Institutions* (Semarang: UIN Walisongo, 2017)

A key aspect of the analysis is the shift in media consumption patterns, where social media fulfills not only primary communication needs but also secondary needs, such as seeking religious knowledge. Instagram's various features such as photos, videos, and Instastory are particularly conducive to da'wa as they allow preachers to deliver messages in creative and visually appealing formats. This reinforces the argument that digital platforms are increasingly essential tools for reaching a wide audience, particularly the younger generation, who are more likely to engage with content on social media.

The utilization of Instagram for da'wa aligns with the broader trend of mobile phone usage, as highlighted by Fadly Usman's research, which shows that people spend extensive hours on their mobile devices. This offers a significant opportunity for da'is (preachers) to reach users effectively and influence their religious and moral behaviors. Instagram's high engagement rate among young people and the flexibility it offers in terms of content creation make it a strategic platform for conveying Islamic teachings in the modern era.

In conclusion, the analysis emphasizes how Instagram serves as a contemporary da'wa tool, harnessing its features to disseminate Islamic values and teachings. This digital shift in religious outreach reflects the adaptability of Islamic preaching to the evolving technological landscape, highlighting the importance of leveraging modern platforms for the spread of religious knowledge in today's interconnected world.

CONCLUSION

The rapid development of technology has led to the emergence of a new phenomenon, namely Instagram, which has become an attractive platform for activists of da'wa on social media. This is due to the rise of netizens who seek information and knowledge related to Islam on Instagram. The Instagram application is one of the most popular social media platforms, particularly among younger demographics. Its effectiveness is enhanced by the prevalence of internet usage. Consequently, a Dai may employ Instagram as a medium for disseminating Islamic teachings with the objective of persuading individuals to embrace virtuous conduct. Furthermore, the content of his da'wa can be tailored to align with contemporary events. It reminds us of maintaining the

continuity of Muslims themselves to face modernization. Not drifting away with the various advances that occur. Meanwhile, the knowledge conveyed will make it continue to develop, become several branches of science and of course for greater benefits.

The da'wa provided are based on originality and currentity. Originality adheres to Islamic values and is based on the latest discoveries in the present. Adjustment to current conditions is very important in order to deal with all real problems.

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