

# DAKWAH, SOSMED, AND THE PRESENCE: ISLAMIC DAKWAH THROUGH INSTAGRAM IN @RBAYUAJI ACCOUNT

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## Abstract

*In the era of digitalization as it is today, gadgets are so popular as if it became a staple in the community. Gadgets make things a lot easier in people's lives. Gadgets are not only used to strengthen friendship but also can be used to sell products, provide info about news, even also used as a medium in dakwah. As a result many people, especially young people, are lazy to find information by reading books. Likewise in the field of religion, many young people are reluctant to read religious books and read al-quran. They are more active to play their social media accounts than to study religion. Therefore, using social media accounts such as instagram to distribute Islamic-themed content, is a new alternative to providing positive religious information. This article tries to see how medsos (instagram) is used as a way of preaching that targets young people. The research method used qualitatively with data collection techniques to observe on @ rbayuaji account to see how Islamic content is shared through the media. After that the data is interpreted by using Rolland Barthes semiotics theory. The results show that this account provides information to the public about Islamic-themed studies: from fragments of hadiths to commandments of worship. Photos or pictures shared have their own characteristics. Interesting things like this are discussed in this article.*

**Keywords:** *Dakwah, Islam, Instagram, @Rbayuaji, Social Media*

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## INTRODUCTION

Basically human need information. Information is obtained through the exchange process, namely the exchange of information from one person to another. Such a process is called the term communication. Existing communication will often generate an exchange of ideas, as well as ideas. The idea or idea, which is established through communication, was done in a simple way. At that time, no media was used to communicate. Communication is happening is still done both ways and directly, between the messenger and the recipient of the message. People who communicate should face to face, interact, directly. Nowadays communication is not the case anymore. Communication can be 'indirect'. One can communicate with others without having to meet in person, interact directly, but by using media, communication can occur.

Media used to communicate various kinds. There is a letter, telephone, telegram, and television and radio. Today communication is experiencing a very rapid development. Along with the use of internet in communicating the communication becomes easy and reach many people. Communication is no longer limited by space and time, but communication has penetrated and passed through. The internet is used by audiences to seek information or share information. One of the products generated from the internet that is being used in communicating is social media. Social media connects many people from different parts of the world to communicate easily and quickly connected. Thus the audience of internet users or the so-called netizen, can know the activities of anyone who is shared on social networks through social media.

Social Media of various kinds. From start facebook, twitter and Instagram. All have their own uniqueness. Jakpat.net 2017 (Ernita, 2017) found that 70.29% of social media opens Instagram every day. Most Instagram users use it to find product information on line shop and meme, then 48% of Instagram users likes to evoke photos - holiday photos and tours. (Jakpat: 2017).

In this Instagram social networking site, audiences can evoke photos or videos, which can be seen by others who follow Instagramnya account. Aside from being a photo or video media, Instagram is now also an alternative medium for learning and seeking information on themed themes, including religious. For religious themes, especially Islam, usually audiences follow Instagram accounts that share photos or videos with Islamic material, such as da'wah, advice or appeal, to religious events.

Users of Instagram are usually young people. They diligently play Instagram to tell about themselves or find information about other people. They so often play social media accounts, as if social media can not be separated from their lives. On the other hand, young people or teenagers, currently many are lazy to read religious books, or review the Qur'an to explore the Islamic religion. They are more actively playing their social media accounts than reading books to review the Quran and religion. Therefore, using social media accounts such as Instagram to spread Islamic-themed content, a new alternative to provide positive information about religion, especially the target on young children. This is done by the @ rbyuaji account. This account provides information to the public about Islamic-themed studies. Starting from the fragment of hadith, until the orders of worship. Photos or pictures shared have their own characteristics. To date, the @rbyuaji account has more than 45,000 followers on Instagram.

Looking at the many @rbyuaji followers on his instagram account, it is interesting to research. What you want to see include; things displayed on Instagram, how captionnya, until the content-content. Things like this are interesting for research.


## **RESEACH METHOD**


The subject of this research is instagram @ rbyuaji account. While the object of research is the message contained in Instagram @rbyuaji account upload. This research uses qualitative method. The use of qualitative methods is used because it can precisely and detailed description of Instagram account upload. Data collection techniques using observation techniques. Observation is done by looking at uploads from account @ rbyuaji. Starting from photos, captions, to existing sentences in each @rbyuaji account upload. The data is obtained from the observation or observation of @rbyuaji account, then documented by way of screenshoot and then stored in the form of images.

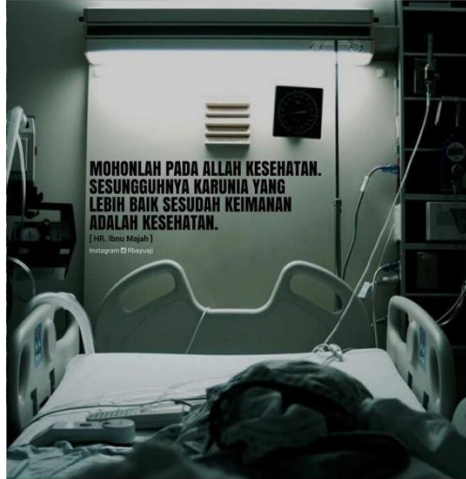
## **RESEARCH ANALYSIS**


Instagram account @ rbyuaji will be analyzed using Rolland Barthes semiotics theory. For more details in describing the analysis, the researcher will present the tables, which will be divided into four columns. The columns consist of a visual column (the placement of a screenshoot image), then a description column of denotation, connotation and the last myth (according to Rolland Barthes theory). Rolland Barthes's semiotics analysis divides the two levels of denomination, denotation and connotation. Denotation explains the relationship of markers and markers to the reality that produces explicit, direct and definite meaning. While connotations explain markers and markers in which operate meaning is not explicit, indirect and uncertain. In addition there is another aspect that is not less important, that is myth (Rolland Barthes: ... Myth according to Rolland Barthes is something that is considered at the ideal level in society. This ideal tile should be owned and believed to be a community guide in behaving that marks the community.

The table below is the result of semiotics analysis from Rolland Barthes on Instagram @rbyuaji account.

Visual	Denotation
	<p>On this upload seen a picture of a mobile phone with a black background. There are several written sentences that is, the first white sentence describes a missed call that read "prayer now, missed calls (5)". Then the second sentence is bright red and larger, saying "too busy for prayer?" After that the last sentence that read "it's a matter of priority"</p> <p>Myths Morning is the time when everyone starts their activities. Morning creates new spirit and hope in life. So the morning becomes a good time to fix the mistake in yesterday. In addition, the term emancipated as quoted from dakta.com which means leaving, distance from and move. So it can be interpreted that the emigration left the bad to the good. The term emigrated is now often used to describe someone who was unfavorable to a better process. The term emigrated today is popular among modern people who already understand religion better. Like for example women who had not been wearing</p>
<p>Connotation</p>	<p>The connotation to be conveyed from this picture is praying is a call of worship from Allah SWT to his servant through the voice kumandang adzan. But this prayer call is often not we answer or we do. As in the phrase that reads "missed calls (5)" it wants to show that 5 time prayers are not executed. Then for a sentence that says "too busy for prayer?" It has the meaning that we are too busy with world affairs to miss prayer time 5 calls. The writing itself uses a glowing red color. Quoted from salamadina.com, explains that in the world of psychology often associate the meaning of red with energy, passion, strength, joy, love, energetic, luxury, lust and warning. The glowing red color used in the text on the picture is more indicative of a warning to those of us who are too busy to miss the 5 day prayers. While the background of this image using black. Reporting from salamadina.com, the dominant black color even unbalanced, can create the impression of such a gloomy, dark, even scary. The connotation of the black color to be shown in this picture is that if we leave the prayer it is a sinful act, and sin is the reward of a horrible and frightening hell.</p>
<p>Myths</p>	<p>Morning is the time when everyone starts their activities. Morning creates new spirit and hope in life. So the morning becomes a good time to fix the mistake in yesterday. In addition, the term emancipated as quoted from dakta.com which means leaving, distance from and move. So it can be interpreted that the emigration left the bad to the good. The term emigrated is now often used to describe someone who was unfavorable to a better process. The term emigrated today is popular among modern people who already understand religion better. Like for example women who had not been wearing hijab is now in droves using hijab, regardless of the trend or really want to emigrate to become a better person in the eyes of religion.</p>

Visual	Denotation
	<p>The denotation meaning of the following picture is a wide-open mouth but there is a sharp spine that encircles it. The color of the black background, then there is a white and large writing that reads "ghibah tearing fast" accompanied by a quote from a book that explains about ghibah. The color of the writing is contrasted with the background color of the image.</p>
<p>Conotation</p>	<p>The connotation meaning of the picture explains about ghibah. In quotation from pajagalan.com, ghibah or gossip is mention something that there is in a Muslim, while he does not like (if it mentioned). Both in terms of physical matter, his religion, his wealth, his heart, his morals, his outward form and so on. So ghibah means talking about the ugliness of others. The image of the mouth itself is meant as a symbol of the place where the word is spoken, that is, man speaks by mouth. Then the sharp thorns around the mouth symbolize talking about the things that result in sin. Added with a black background. The meaning of black color dilansir from salamadina.com, the dominant black color even unbalanced, can create the impression as gloomy, dark, even scary. So the picture explains that talking about other people's disgrace especially during fasting is a sin that will reduce the reward of fasting and can also lead a person to the terrible punishment of hell.</p>
<p>Myths</p>	<p>Gossip or ghibah is a sin that is very often done by humans. Either intentionally or unintentionally. Talking about others, especially about deficiencies or disgrace is an interesting thing. Sometimes it is more interesting to talk about the ugliness of others than to his kindness. Especially among women, gossiping alias talking about others is an activity that is often done when they meet. It's easy to talk about the disgrace of others making this sin of gratitude we often do. We also neglect that ghibah is also a sin and can reduce the reward when running fast. Because fasting not only restrain the appetite, but restrain the lust to do immoral one of the ghibah alias talking about the disgrace of others.</p>

Visual	Denotation
	<p>Shows a bed in the hospital, complete with medical equipment. With dim background lighting there is only white light near the wall. Then the picture of the rolled blanket was not as tidy as the bed that was occupied by a patient. Then there is a black inscription that read, "Ask God of health. Surely a better gift after faith is health. "</p>
<p>Conotation</p>	<p>The picture of the hospital bed means that the setting is in a hospital room. Complete with medical equipment, visible from infused tube hoses. In addition, the messy blanket illustrates that the bed is in use by patients who are sick or cared for. Then the dim light illustrates loneliness, sadness, solitude, or pain. When a person is sick, then he will not be excited, weak, lethargic, deprived of spirit. While the sentence is written on the wall has a clear meaning, that deliciously healthy is a great pleasure. When a person is sick, then he can not perform activities as they should, so the health favors are a blessing to be grateful for.</p>
<p>Myths</p>	<p>Pain is a state where a person feels his body is not good. Limp, even loss of appetite. Pain makes a person unable to carry out his activities properly and should rest to restore his condition. No one is happy when the disease. Therefore, the health of good and avoid the disease is a very precious pleasure. If sometimes delicious is seen only in the form of sustenance that looks like money or possessions, whereas the real favor is more important is the health favors. Because with a healthy person can run all activities without any obstacles. Therefore it is necessary to be grateful for health favors. Because after the favors of faith, eating good favors is the ultimate blessing. Many people are rich, but sickly. So we should make good use of healthy favors.</p>

Visual	Denotation
	<p>Shows the picture of someone who is standing but asleep. Seen a pillow that propped on the head and body is also wrapped by a hard outer tire so it looks difficult to escape from within the tires. The tires are four in number and each located from the upper, middle, lower, to the sole of the foot which must make it difficult to move or move. The tires are each written with one word, and when strung together the words form a sentence that reads "Do not be lazy to wake up at dawn."</p>
<p>Conotation</p>	<p>A person who is depicted standing but sleeping with a pillow on his head means that it is difficult to wake up from sleep. Although the body can stand or awaken, but the mind does not want to escape from the desire to want to go back to sleep. So the meaning of the person standing but still asleep is, the lazy person wakes up. While the meaning of his body is wrapped by a tire that is difficult to move or rise. So again the meaning of this picture is a person who is lazy or difficult to wake up from sleep. Reluctant to move and move from sleep. Ban that reads do not lazy to get up this morning has a meaning that lest we not lazy or do not want to wake up in the morning and dawn prayers, as if our bodies were wrapped by tires. It is difficult to wake up and move to perform the morning prayers.</p>
<p>Myths</p>	<p>Many of us are lazy to wake up at dawn and perform morning prayers, especially on holidays. People prefer to continue sleeping and wake up. This made him not perform the dawn prayers. Sleepiness and laziness that makes a person does not want to wake up and perform morning prayers. While in Al quran Allah SWT says in the letter Al Isra verse 78 which means "establish shalat from after the sun slip until dark night and (also shalat) dawn. Indeed the morning prayer is witnessed (by angels). The virtue of the dawn prayer is also explained by the Prophet Muhammad SAW in a meaningful hadith, "whoever prays isya touched to eat as if he had prayed night for half the night. And whoever dawn prayers in congregation then as if he had prayed all night." (HR Muslim No. 656). So good the practice of dawn prayer to leave it will be very loss.</p>

Visual	Denotation
	<p>Shows a picture of a bright blue credit card. There is also a white inscription that reads "Sin is like a credit card enjoy it as much as you pay later." Has a black background. Images look simple but clear.</p>
<p>Conotation</p>	<p>The text "sin is like .." which is combined with a credit card or credit card image, has a meaning that is, the credit card itself can be used if someone has an account at a bank. Then he opened a credit card application using his savings account at the bank. How to use the question with debt system. Although there is no money in the account, the credit card owner can use the card to make transactions, of course with the credit system. So in other words someone is borrowing money in the bank through his account by using a credit card, then pay it by installments in accordance with provisions that the bank provides. In other words, enjoy the first taste, then just bother paying for it. So what is meant in the picture is, the sin is done first and then will meet the reply is in the form of hell. Someone who does something that violates religious law or sinful acts does not necessarily immediately get his reward, but later in the afterlife will surely be held accountable for the sins he committed during the world. As explained in the Al-Quran letter Al baqarah verse 286 which means "He gets the reward (of virtue) is cultivated and he gets punishment (from evil) that he does. Clearly in the above verse Allah explains that every deed will surely get its reward, be it good deeds or sinful acts.</p>
<p>Myths</p>	<p>People often commit a sinful act, whether it is intentional, or not. Sin big or small. Basically man can not escape from sin, but the most important is whether he would realize the sin he committed and repent and then not repeat it again, or he intentionally continuing to commit sin, regardless that the sinful acts he committed will get the reward. Every deed in this world will surely get its rewards. Good deeds will be rewarded with merit and heaven, whereas cruel acts will be rewarded with sins and punishment in hell. Therefore humans are reminded that the sin can not be seen, done while still in the world, but later in the Hereafter will be held accountable.</p>

Visual	Denotasion
	<p>Seen the picture of a man using a kind of jacket that covers his head, then his right hand covering the face while his left hand as if fending something that came or approached him. From the body language of this man looks afraid or do not want to see the figure in front of him. Then a white inscription reads, "one who does not control his eyes, his heart is worthless." The words are capitalized or capitalized, and they are larger than the letters of other words. There is also a quote of the Quranic verse of the letter 124 verse 30, about the command to subjugate the view for men.</p>
<p>Conotation</p>	<p>His "eyes" written in capital letters intends to affirm the word of the eye itself. So the word eye has a major meaning, to be conveyed in the image. Then the body gestures of the person in the image look scared at what he sees, this has the meaning that the person does not want to see what he should not see. For example see aurat that is not his mahram.</p>
<p>Myths</p>	<p>Closing the aurat is a mandatory law for every Muslim. Good for both men and women. It is not permissible for Muslims to display their private parts. For Muslim women cover the body of the whole body except the palms of the hands and face. As for Muslim men, cover the genitals ranging from the navel to the knee. In addressing the circumstances in which the non-mahrom is open its private parts, it is ordered to subdue the views or in other words keep the view of things that are forbidden religion. And keep the lust.</p>

## CONCLUSIONS

The development of the internet followed by the development of social media was so much in demand people. From start facebook, twitter, so many Instagram that use it. Social media is used for various things. Some want to sell, convey information, send news, upload about themselves (photos and videos) and also can preach.

One of the social media used to preach is Instagram application. Instagram is chosen because the target is young people. Instagram users are mostly young people, so this media is considered to represent the delivery of da'wah for young people.

The @rbayuaji account under study has a follow-up of 45,000 people. Overall uploaded @rbayuaji account has the meaning of semiotics to teach the teachings of Islam in accordance with Al Quran and hadith. This account also provides information about the teachings and values contained in the Islamic religion through interactive images tailored to the themes uploaded. Overall the image, the



text in the image, and also the caption, has a suitability that then forms a meaning according to the message to be conveyed.

The overall conclusion, each uploaded @rbayuaji account with the theme of Islami is to disseminate information about Islam in accordance with the guidance of Al Quran and hadith. @rbayuaji account uses images that match the theme and looks are made with interesting. @rbayuaji account provides information that is acceptable among young people who become followers. So the purpose of @rbayuaji account convey the teachings of Islam can be achieved.

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