

MEDIATION OF ISLAMIC THOUGHT THROUGH SOCIAL MEDIA INSTAGRAM ON @RUMAYSHOCOM ACCOUNT

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Abstract

This research aims to find out how the Instagram account @rumayshocom mediates religion in conveying Islamic da'wah via Instagram social media. This research focuses on da'wah communication related to Islamic law and sharia carried out via the social media Instagram. This research uses a descriptive method and a qualitative approach with data collection techniques through documentation studies on the @rumayshocom Instagram account in the form of screenshots of uploaded preaching content along with caption text accompanying the content and interviews with the @rumayshocom account to help validate the findings. This research uses the concept of mediation to explain the phenomenon of mediated communication. The research results obtained are that the @rumayshocom account mediates religion in conveying Islamic da'wah via the social media Instagram by using media as a language through the application of standard Indonesian and media as an environment through the application of da'wah communication using the *bil qalam* da'wah method in conveying its messages to the audience.

Keywords: *Instagram, @rumayshocom, mediated religion, islamic da'wah, social media.*

INTRODUCTION

Digital era is a time when social network users have fast access and affordable. The speed of access is referred to as "viral". This advantage makes the Preachers try their best to use social media as a means to conveying religious messages. Because, now the use of social media is considered more effective and up-to-date compared to other media (Faisol, 2017). There is a discussion room between Religious preachers and their followers open a space for interaction in the form of comments in an upload. The magnitude of the influence of da'wah through social media has proven to have an impact positive and negative. The positive impact is that it makes it easier for followers to access news about da'wah flexibly (not bound by space and time). While The negative impact is that this media is often misused as a means to spreading the doctrine of hostility, division, and so on (Sumadi, 2016).

In this digital era, the term digital

religion has emerged. Initially, religion Digital is defined as the study of "cyber-religion", which is an online religious investigation that explore the different ways in which religious activities are brought into the digital environment and its potential implications for religious expression and beliefs (Campbell & Evolvi, 2019). Studies on religion and the internet are described as 'Digital Religion' research, in which scholars view religious practices, lectures, and its involvement has been embedded in the context of the online and offline worlds and the relationship between both (Campbell & Vitullo, 2016). Wellman, from the University of Toronto, said that Digital religion has developed rapidly since its creation. Network of these scholars deeply analyze how people discover their spiritual self and online community (Campbell, 2013).

Mediation is related to the exchange of messages through media intermediaries without being related directly with media autonomy or its influence on society (Mahanani, 2016).

Meyrowitz introduces three metaphors to identify ways of thinking about media, namely media as a container (medium as vessel), media as language (medium as a vessel), media as a language (medium as a vessel), language), and media as environment (Littlejohn et al., 2017). In its implementation, the three parables are applied to determine the method of methods of how the media are influenced by the media (Hjarvard, 2008).

Instagram is a social networking application for sharing photos and videos. Just like other social media, Instagram also requires an internet connection so The user can interact with other users. Instagram gives There are many features that can be used, for example such as sharing feed uploads and stories in the form of photos or videos, sending and receiving messages via direct message, making calls voice calls and video calls, and so on. Until now, users active Instagram in Indonesia reaches 89.16 million (Yonatan, 2023), which means Indonesia occupying the fourth largest position after India, the United States, and Brazil.

Until now, there are many Instagram accounts that upload their content in the form of Islamic religious da'wah, even these accounts

have a large number of followers thousands to millions, for example, such as @lensamu account which has 381 thousand followers, @nuonline_id with 1.3 million followers, @yukngajiid account with 790 thousand followers, and @shiftmedia.id with 1.9 million followers. But in this study, the researcher chose an account @rumayshocom because the account specifically discusses Islamic law and sharia, for example, the law of prayer at sunrise and sunset, a collection of prayers, the virtue of performing sunnah prayers, examples of rewarding practices, and so on. Thing This is in line with the purpose of this study, which is to find out how the account Instagram @rumayshocom mediate religion in delivering Islamic da'wah through Instagram social media.

In contrast to the previously mentioned accounts, such as @lensamu, the content is diverse, ranging from Islamic law and sharia to news about Muhammadiyah, to the aphorisms of Muhammadiyah figures, @nuonline_id with the contents of Islamic law and sharia as well as aphorisms from religious figures, @yukngajiid whose content is about podcasts, and @shiftmedia.id whose content is. The content discusses more about hot news discussed.

Table 1. Comparison between 5 preaching accounts on Instagram

No	Account	Follower	Content
1.	nuonline_	1,3 M	Islamic law and sharia, said pearls of wisdom from religious figures
2.	lensamu	381k	Islamic law and sharia, news about Muhammadiyah, said pearls of wisdom from characters Muhammadiyah
3.	rumayshocom	935k	Islamic law and sharia
4.	shiftmedia.id	1,9M	Current Islamic news hotly discussed
5.	yukngajiid	790k	Current Islamic news hotly discussed by podcast

Source: Instagram on April, 12th 2024)

With the difference in the focus of the discussion as mentioned earlier, then The researcher chose @rumayshocom account as the subject in this study. Although the account

@rumayshocom has 935 thousand followers, which is not the number As many followers as owned by the @shiftmedia.id account, @rumayshocom account is still get high

engagement (attention) from his followers. This is proven with many positive responses from his followers, both in the form of thanks, as well as questions asked by followers in the comment column. Then it was also answered by the admin of the @rumayshocom account.

The high engagement from @rumayshocom accounts is certainly inseparable from the role of Ustadz Muhammad Abduh Tuasikal. He is an Ambon-born ustadz who is now Serves as Head of the Media, Communication, and Information Technology Division of the Association Muslim Scholars throughout Indonesia (ICMI) Gunungkidul Regency. Uniqueness, he compared to other Ustadz is the number of written works in the form of 88 books print and electronic books, as well as 5 thousand articles on the Rumaysho.Com website (Rumaysho.Com, n.d.).

@rumayshocom Instagram account continues to be consistent in uploading his da'wah content, specifically about Islamic law and sharia. The content is well managed, from image design to video animation, everything made as interesting as possible according to the topic being discussed. In addition, all the content is also neatly arranged, namely by applying a picture-video-image pattern. As for the previous research, namely the research conducted by (Utama, 2020), the results of research shows that slang and unique da'wah methods are used by @shiftmedia.id account to invite his followers to change their behavior from what was originally bad becomes good. This change in behavior is called hijrah. Movement This hijrah is intended for young people who follow the @shiftmedia.id account. From the results, it can be concluded that the @shiftmedia.id account uses the media as a means of persuasive to invite emigration and obtain mercy from Allah SWT.

The previous research has relevance to this study, which is both discussed da'wah carried out through Instagram social media. The focus of this research is on Islamic law and

sharia law, while previous research focused on the youth hijrah movement. This research is important to be carried out because of da'wah or religious messages contain moral and moral values that are able to influence a person's life, so that it can lead a person in a better direction. Moreover because Instagram has a very large number of users, namely 1.63 billion (Annur, 2023), making Instagram the right means to spread religious messages widely breadth. Thus, this study wants to find out how accounts @rumayshocom using Instagram as a means to convey Islamic da'wah so that it can invite people to goodness.

Based on this background, the formulation of the problem in this study is: How Instagram account @rumayshocom mediate religion in delivering Islamic da'wah through Instagram social media? The purpose of this study is to find out how the account Instagram @rumayshocom mediate religion in delivering Islamic da'wah through Instagram social media using the concept of mediation.

New media or new media is media resulting from interactions involving humans, computers, and internet. New media can also be interpreted as information in digital form, yes shared (shareable), and can be exchanged (interchangeable) in large quantities by users simultaneously (AnnaZilli, 2018). New media was born from media development old ones which are considered no longer relevant with current technological developments. Old media, that is books, magazines, radio, television, and so on, do not just disappear, but rather transformed into new media.

The number of experts argue that new media is a transition from technological media analog media becomes digital technology media, so it can be concluded that it is new media is a media based on digital technology (Varenia & Phalguna, 2022). Data transmission done with the help of an internet connection. Now, having an internet connection has become a thing very important because it can provide a lot of convenience in accessing forms new

means of communication.

There are several aspects of new media. First, new media as entertainment. Second, new media as a form of innovation to represent the world as an internet community (netizens). Third, new media as a form of new relations between users with technological media. Fourth, new media as an experience new of the virtual form of a person's and group's identity. Fifth, media new as a concept of biological relations with technological media. Sixth, new media as scope of media culture, economy, industry, control, ownership, policy and access (Murtiastuti, 2020).

Currently, the media is considered capable of carrying thought and religion (AnnaZilli, 2018). Condition This is what encourages people to use new media as a means to Look for information related to sources of religious law. This is further strengthened by the presence of the internet as the core foundation of new media.

The emergence of new media makes some people more inclined to adopt values religion through the media. An example of this phenomenon is someone who is looking for a reference laws, both from the Koran and hadith, no longer need to go to a scholar or ustadz. With just a device and an internet network, someone can do it access various websites and the reference you are looking for will appear.

The presence of new media in the form of the internet also creates space for people, groups, or institutions that want to spread religious teachings. Now, someone is able to design program to disseminate content about religion through online websites. The movement is increasingly made easier because the internet is able to remove the limitations of space and time so that its spread is unlimited (AnnaZilli, 2018).

One concrete manifestation of the use of new media to spread religious content is Islamic preaching videos on YouTube. Before the presence of new media, preaching was only possible carried out directly (offline) between

the preacher and the congregation. But now after presence, da'wah can be done indirectly or virtually (online). Da'wah By utilizing new media it is considered more effective because the results can be disseminated witnessed by an unlimited number of people. This phenomenon shows that new media and religion have a fairly close and significant relationship. Even does not rule out the possibility that new media itself is capable of transformation into religion for some people.

The phenomenon of da'wah through new media in the form of the internet has given birth to a form communication is referred to as da'wah communication. Da'wah communication is a method conveying information from individuals or groups to other individuals or groups based on the guidance of Al-Qur'anul Karim and the Sunnah of Rasulullah SAW by utilizing verbal and non-verbal communication, with the aim of changing someone's behavior to become better than before (Helmy & Ayuni, 2019). Example from the audience's perspective hat is, someone can get many benefits from watching Islamic programs that are broadcast via television or uploaded content on social networks. Another example is someone who is hindered by something so that he cannot attend the assembly or study, then he can utilize internet technology to search for information related to religious knowledge.

The concept of mediation is a media studies concept which states that whatever what we communicate is something that is mediated, so to speak that communication that takes place through media is called mediation (Mahanani, 2016). The media has an influence in helping to provide space for religion (Aulia, 2017). Nowadays, various media present many religious spaces, for example talk shows religion and sermon texts contained in newspapers. This situation shows evidence that media and religion have a mutually beneficial relationship (Fidaraini, 2019).

Mediation is related to the exchange of

messages through unrelated media directly with media autonomy or its influence on society. Mediation itself discusses more about the technical aspects of how communication works takes place, so it can be concluded that the concept of mediation investigates how the media can convey messages and how the recipients of the messages can communicate

with each other understand the symbols communicated by the media regardless of the influence of the media itself (Mahanani, 2016).

The concept of mediation is different from mediatization. According to research carried out by (Fatmawati, 2016), some of these differences can be described as follows:

Table 2. Differences between Mediation and Mediatization

Mediation	Mediatization
common term	specific terms
transmission of messages through institutions or media technology	there is a dependency between technology and inseparable library
related to technical aspects communication takes place	as a social process so that users become inundated with media
relates to how the media can convey the message	related to the influence of media technology towards users
how readers understand symbols which is communicated without regard its influence	related to media relations and socio-cultural changes in libraries

Based on the explanation above, it can be concluded that the content of da'wah uploaded by the Instagram account @rumayshocom, including a form of mediated religion in the digital world.

METHOD

Research uses descriptive method qualitative to understand social phenomena comprehensive and complex, and able to be presented through words (Fadli, 2021). The research population is the Instagram account @rumayshocom.

Using sampling technique purposive sampling technique, namely a sampling technique with certain criteria. Criteria This is uploaded content in the form of images and video reels. The research sample is content uploads from the Instagram account @rumayshocom starting from September 29 2022 until February 26, 2023, totaling 57

uploads, represented by several uploads appropriate to answer the research problem formulation.

The data collection technique is by conducting documentation studies on Instagram accounts @rumayshocom in the form of screenshots of preaching content uploaded along with caption text that accompanies the content. Researchers also do interview with Instagram admin along with members of the @rumayshocom team, namely Mohammad Riki Efendi (admin), Hendy (voice over), and Riza (video editor), to validate the findings. As additional data, the researcher use quotations from books that are relevant to the themes and objects being studied in this research. Analysis data using content analysis, namely by understanding the meaning of the da'wah messages mediated through content uploaded by the @rumayshocom account and assisted with a review of relevant literature. Content

analysis makes the text the object of study to find the meaning or content of the message (Ibrahim, 2015).

RESULT AND DISCUSSION

3.1 Results

This research aims to find out how the Instagram account @rumayshocom works mediating religion in conveying Islamic da'wah via social media Instagram. The informants consisted of three people, namely Mohammad Riki Efendi (admin), Hendy (voice over), and Riza (video editor). Interviews were conducted on June 23, 2023 to 26 June 2023 via the Telegram application and May 6 2024 via the

WhatsApp application in the form of chat messages (chat messages).

Media as language

Implementation of the use of the national language, namely Indonesian, which is standardly applied by @rumayshocom account both in caption text, image and video content, and columns comments, as stated by Mohammad Riki Efendi (admin), namely: "That's right, we try to use the standard language rules that have been regulated inside KBBI or PUEBI to maintain the authenticity of our content, so that audiences can understand the diction we write easily without misperception."

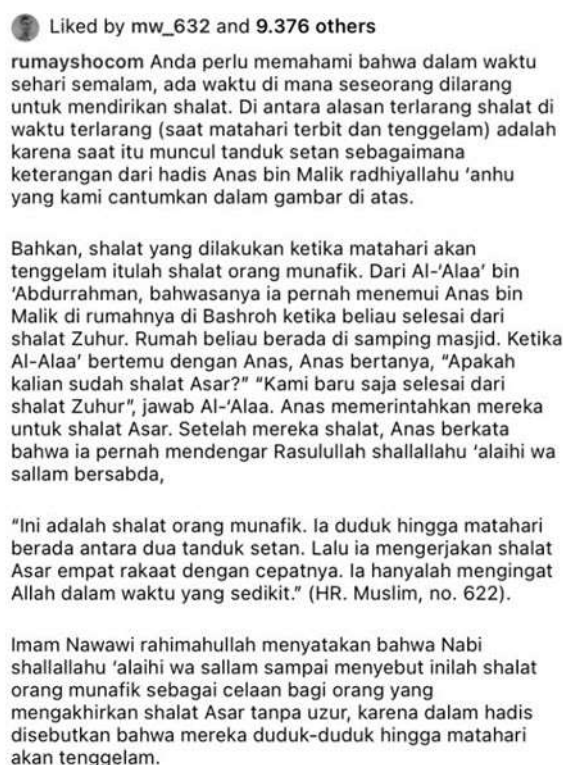


Figure 1. Sample of caption uploaded October 12, 2022

A similar thing was also expressed when the use of standard Indonesian was related with the target audience @rumayshocom on the social media platform Instagram, such as spoken by Mohammad Riki Efendi (admin): "There is, the purpose of using formal Indonesian is because of our target audience is the general public, so the choice of diction can be understood by all

age groups, both at the youth and adult levels."

Another thing that is still related to the use of standard Indonesian is strategy for implementing the language, as stated by Mohammad Riki Efendi (admin), that is

"The strategy is to use language or choose diction that is easy for people to understand audience, smooth and polite

as the language used during interactions between teachers and students. The next strategy is to understand what the audience wants, For example, someone

asks about a religious law, then we answer directly The core of the problem is by continuing to use good language."



Figure 2. Examples of implementing language use strategies when interacting with Audience

Creative visualization is applied by the @rumayshocom account to image content and the video is to be able to attract the attention of the audience, as said by Mohammad Riki Efendi (admin) :

"That's right, one way to get the public's attention, especially millennials, then The content we create is packaged as attractively as possible, so that our audience or followers can enjoy it happy

with the da'wah information that we share. Image illustration and video visualization What's interesting is that it can also attract Instagram users to continue stalking later voluntarily follow our account."



Figure 3. Screenshot showing uploads from date October 1, 2022 to October 30, 2022

Illustrative videos are also used by the @rumayshocom account in its reels content seems interesting, as said by Riza (video editor): "To make it more attractive to netizens."

The purpose of using illustrative videos is so that the audience wants to watch the full content (not half-heartedly) and in order to convey the meaning of the topic being discussed, as stated by Riza (video editor), "So that netizens will watch until the end of the video and clarify the meaning the video. It is known that the illustrative videos uploaded are original videos made by the team @rumayshocom himself, as stated by Riza (video editor): "We made it ourselves."

It is also known that the @rumayshocom account has long implemented the use of language Standard Indonesia accompanied by creative visualization in uploading content His preaching, as stated by Mohammad Riki Efendi (admin), is: "Since our first account was created (April 2014), thank God, we have continued until now maintain the concept that we are promoting, of course with several innovations in various types of content

keep up with the times."

The voice overs in @rumayshocomcontent are also artificial themselves, as explained by Hendy (voice over), namely: "For study promo content, animation & explanation content on all Rumaysho IG Reels The sound production & audio editor is myself."

Meanwhile, the processing time for one voice over in reels content varies, as stated by Hendy (voice over), namely: "If you only take voice for Reel, the recording process takes around 30 minutes - 1.5 hours. Meanwhile, if you use sound effects (edit audio), it can take 1-2 days, depending on the duration."

There are also quite a few obstacles in creating voice overs for reels content, as is the case spoken by Hendy (voice over), namely:

"The problem is usually software errors, poor condition or illness due to flu sound performance is not perfect. The biggest obstacle is during the mixing and editing process audio (using sound effects) because you have to look for sound effects that don't exist music, and sounds that match the appearance of the

images in the video to keep it interesting and the information also arrived."

The @rumayshocom account wants to convey a da'wah message in every content it contains uploaded it. In essence, the content of da'wah messages is da'wah material containing Islamic teachings. These Islamic teachings can be categorized into three aspects, including aspects of faith (aqidah), aspects of Islamic law (syariat), and aspects of morals (Nadzifah, 2013), as in the following screenshots:

The first is the aspect of faith (aqidah), which means knowing the existence of Allah SWT heart, confirming what is known with words, and implementing it with whole body and soul (Nadzifah, 2013). A person's deeds and actions are also determined by his level of faith. As shown in Figure 5 (uploaded on the 22nd

November 2022) which is related to faith in Allah SWT. In upload It is said that acts of shirk or associating partners with Allah will be rewarded hell. This shows how important faith in Allah SWT is the only substance that has complete power over everything in this universe. By Therefore, a true Muslim should recognize that power and authority it belongs to Allah alone, not to anyone else. At the end of the video, the narrator also gives a message to anyone who is still committing acts of shirk to immediately repent to Allah can forgive his sins and accept his good deeds. This shows that Apart from prohibiting wrongdoing, the @rumayshocom account also wants to invite people to do evil goodness (*amar ma'ruf nahi munkar*).



Figure 4.. Screenshot video reels

The second is an aspect of Islamic law (shari'a), which is a set of rules that have been established by Allah SWT for mankind (Nadzifah, 2013). Sourced from the Qur'an and Hadith as guidelines and guidance in living life. As shown in the picture 6 (uploaded on October 5, 2022)

related to Islamic law about the way cleaning feces on the mattress or sofa. In the upload it is said that the way purifying light impurities (*mukhaffafah*) by sprinkling water on the affected area the feces. The upload shows that

the way to purify the feces is different, depending on the type of feces.

Third is the moral aspect. Morals are behavior possessed by humans, carried out consciously and deliberately, to carry out an action (Nadzifah, 2013). In Islam, morals are also important because morals perfect faith and a person's Islamic faith. As shown in Figure 7 (upload February 26, 2023) which relates to morals towards poor people. In The post said that a poor person who deserves to be loved is a Muslim who is diligent in worshiping and obedient in carrying out religious commands. In the hadith it says that the poor are not those who do not refuse food, but those who do not have enough and are embarrassed or don't ask urgently. Thus, So a Muslim should help the poor, because he loves them even more fighting for their lives also includes jihad in the way of Allah. From the descriptions above, it can be concluded that da'wah communication is carried out by the @rumayshocom account in line with the role and function of mass media according to Lasswell, two of which are supervisory functions (as eyes and ears for searching information) and correlation (as a means to inform and educate) (Iwasaki, 2023)

The founder of the @rumayshocom account is known as Mohammad Riki Efendi with Ustadz Muhammad Abduh Tuasikal was his caretaker, as said by Mohammad Riki Efendi (admin) and the following screenshot:

"The idea to create an Instagram account @rumayshocom came from me, To be precise, in April 2014 (when Instagram was just released), I proposed this idea to Ustadz Muhammad Abduh Tuasikal to create an account on Instagram Later it will load image and video content. Until now, the admin at @rumayshocom account is myself and Ustadz Muhammad Abduh Tuasikal (@mabduhtuasikal) as his caregiver."

According to research conducted by

(Purnama, 2021), it is known that interpretations are related The jihad theme in the online media Rumaysho.com tends to lead to textualist interpretation. This can be seen from the method of presenting the interpretation, namely at Rumaysho.com it tends to be interpreting verse by verse, verse by hadith, verse by ulama's sayings, even explained using only hadith and the opinions of scholars. This makes the interpretation is textual and only looks at the meaning of the event without paying attention socio-historical as well as the circumstances when the verse came down, which is what created it the interpretation seems rigid.

Meanwhile, ideology in interpreting verses by Rumaysho.com is dominant in puritanical ideology. This can be known from his study always look at the past, namely the time when the Koran was revealed, as a basis without looking context. This can be seen through searching for jihad on Rumaysho.com which is most fall into the category of the path of righteousness, emphasizing truth and purity teachings. The tendency towards this ideology is reinforced by various articles posted Rumaysho.com is about Salafis and Wahhabism with the aim that readers are not influenced with the existing circumstances. The discussion does not refer to or explain the context as well as socio-historical. Thus, in general, the relationship between interpretations by Rumaysho.com tend to have a puritanical ideology.

3.2 Discussion

This research aims to find out how the Instagram account @rumayshocom works mediating religion in conveying Islamic da'wah via social media Instagram with uses the concept of mediation which focuses on da'wah communication related to law and Islamic law. Meyrowitz introduces three metaphors to identify ways of thinking about media, namely media as a vessel (medium as vessel), media as language (medium as language), as well as

media as environment (Littlejohn et al., 2017).

The media as vessel metaphor can be interpreted as the idea that media is a neutral container for content (Littlejohn et al., 2017). Media metaphor as language (medium as language) can be interpreted as every media having structural elements or the sentence structure itself (Littlejohn et al., 2017). In other words, media has characteristics each one is unique. This metaphor of media as language also focuses on the way a language works. The media designs the message or information and frames the relationship between communicators (sender), message (content), and communicant (recipient) (Prastyo, 2023).

The @rumayshocom account uses standard Indonesian in its content because their target audience is all Indonesian society as a whole, not only prioritize only certain groups. This is of course the opposite of the findings from previous research conducted by (Utama, 2020), which found results that account @shiftmedia.id uses slang in its uploaded content because it is targeted. Their main audience is teenagers and young people who tend to be more dominant use slang in their daily life instead of using Bahasa Standard Indonesian.

The media as environment metaphor can be interpreted as an idea that we live in an environment full of various information that is flooded by media with varying degrees of speed, direction, interactability, physical requirements, and ease of learning. The media environment then shapes human experience significant and often unnoticed (Littlejohn et al., 2017).

If you look at media as an environment, you can start from the etymology of the words "media" and "communication". In Latin, the word "media" comes from the word "medius" which means "middle" (Ramli, 2013). Meanwhile, the word "communication" comes from the word "communicatus". means "that which is communicated", "that which is to share", or "to create together". If combined,

then these two words can have the meaning of "media in the middle" or "between people", so that through the media people are able to share experiences into general knowledge (Utama, 2020). Majority Media studies relate to the communal aspect between media and communication. Carey stated that apart from being related to information, the importance of the role of the media also lies on its function in terms of culture, namely the ability to create and maintain community and regulate relationships and ownership owned by individuals or individuals and society as a whole (Hjarvard, 2008).

Communication within the scope of media as an environment wants to be realized by accounts @rumayshocom by utilizing social media Instagram as a knowledge center Islam. Therefore, this account uses da'wah communication as a method to convey his messages. Da'wah communication is a method of delivery information from individuals or groups to other individuals or groups based on guidance from Al-Qur'anul Karim and the Sunnah of Rasulullah SAW by utilizing communication verbal and non-verbal, with the intention of changing someone's behavior for the better than before (Helmy & Ayuni, 2019). Meanwhile, the main goal of communication Da'wah is giving encouragement to the congregation to act in implementing the Shari'a religion by providing understanding, influencing behavior, and fostering good relationship (Ritonga, 2019).

Currently, mass media is still one of the most widely used media considered the most effective for disseminating information. Amsyari, in the Communication Book Da'wah, Practical Approach (2013), argues that there are four main activities da'wah, and one of them is communicating the basics of Islam through works write. Based on this opinion, the @rumayshocom account can be included in da'wah bil qalam category, even though its implementation is carried out digitally via social network Instagram. This is similar to

findings from previous research carried out by (Utama, 2020), namely the @shiftmedia.id account also uses the da'wah method *Bil qalam* in conveying his message about hijrah among young people. Da'wah bill Qalam is preaching delivered in written form published through the media mass media, such as books, magazines, pamphlets, and so on (Romli, 2013) Communication in the media mass is aimed at a heterogeneously distributed audience, anonymous, and carried out through electronic media, so that the same message can be received simultaneously (Utama, 2020).

The methodology and ideology of interpreting the Koran by Rumaysho.com, is in accordance with the results of research conducted by (Muttaqi, 2023), shows that methodology and ideology Rumaysho.com's interpretation of the Al-Qur'an is using the source bil ma'tsur because using the Al-Qur'an, hadith, and the sayings of friends as a source of interpretation, sometimes even just using hadith and sayings of scholars or friends. Meanwhile, the interpretation methodology by Rumaysho.com uses the ijmal method because it explains the contents of the Qur'an broadly but not in detail, which is the case This makes the discussion seem incomplete and not detailed. Then it's related to pattern the interpretation by Rumaysho.com is to use the adabi ijtima'i style because it tends to raises the theme of the social environment. Regarding the ideology of interpretation by Rumaysho.com uses a puritanical ideology, shown by its discussion which does not refer to and also does not explain its socio-historical context.

CONCLUSION

Based on the results obtained in this research, it can be concluded that the account @rumayshocom mediates religion in conveying Islamic da'wah via social media Instagram. Through the concept of mediation, it is found that the @rumayshocom account mediates religion by using media as language and media

as an internal environment convey messages to the audience. Relating to media as language, accounts @rumayshocom applies standard Indonesian, both in image content, video reels, caption text, even chat in the comments column so that it can be easily understood by all audiences, namely all Indonesian people without age restrictions. Regarding media as an environment, the @rumayshocom account applies da'wah communication with the *bil qalam* da'wah method through various writings on pictures, video reels, and caption. By writing the content, the @rumayshocom account wants to convey the messages of Islamic teachings in the form of aspects of faith (aqidah), legal aspects Islam (sharia), as well as moral aspects. Meanwhile, the methodology and ideology of interpreting the Qur'an by Rumaysho.com uses the sources of *bil ma'tsur*, *ijmal* method, and *puritan* ideology. Apart from that, the @rumayshocom account itself was also developed and monitored directly by Ustadz Muhammad Abduh Tuasikal, who is an ustadz who is known to be active in publishing written works on Islamic themes, so that with thus able to make the @rumayshocom account even more credible and trustworthy shares content about Islamic law and sharia.

Based on the results of research on the mediation of Islamic teachings through Instagram Social Mediation this @rumayshocom account, the author provides suggestions for further research to use accounts of religious organizations as subjects in their research because The subjects in this study had no affiliation with community groups or organizations.

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