



## INSTAGRAM AS A DA'WAH MEDIA (ANALYSIS OF THE CONTENTS OF NING SHAILA HASINA'S DA'WAH MESSAGES)

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### **Abstract:**

The availability of several social media facilities that are very popular with teenagers unknowingly becomes a threat and damage if it is not accompanied by self- and emotional control as well as directions and advice from other people who have qualified knowledge. However, in this millennial era it is very difficult to gather teenagers in an Islamic study or da'wa. For this reason, it is important for the accusers to enter the modern, millennial world and use social media such as Instagram, Tik Tok, Twitter and so on. This study aims to examine the "Instagram As a Da'wah Media (Analysis of the content of Ning Shaila Hasinah's Da'wah Message)", using qualitative research methodology with the type of literature study (Library Research) which uses several books, journals, and other literature as the main object to obtain data regarding Instagram as a medium of da'wah. Based on the results of these studies are the da'wah messages shared by Ning Shaila Hasina with the Instagram account @sheilahasina in the highlights on her Instagram account share her da'wah content with several messages, ranging from messages and advice for women, especially in understanding the chapter on menstruation and childbirth, and how to have educated children. Of course, it must be handled by an educated mother. Da'wa's messages are related to several Islamic lessons and motivations, Dakwah's messages are related to matters in obtaining enormous worship value through understanding the special deeds of Ashurul Hurum or the month that Allah glorifies.

**Keywords:** *Da'wah, Communication, Social Media*

### **INTRODUCTION**

Islam is a religion that is Rahmatan Lil Alamin, Islam is a religion that provides directions for a straight path that is justified by the Shari'a and is blessed by Allah through the advice and preaching of the Prophets, Companions, Tabiin, Kiai, buk Nyai, Ustad and Ustadza. (Burhanuddin 2020) However, in reality, young men and women who have now entered the digital era where everything is electronic and can do everything with an Android phone, make young people reluctant to listen to the advice of preachers who are held in various places such as mosques, madrasas and public recitations held implemented by the community. Today's youth are more engrossed in sitting and relaxing by operating their cellphones. Therefore it is important for the accusers to enter the world of youth, namely social media is used as a da'wah tool to invite young people to the path that is justified by the Shari'a. (Marpaung 2018).

Today, Instagram social media is not only a place for carrying out the process of communication and interaction, but has also become a means of freedom for its users to express their views and ideas regarding religious phenomena. The phenomenon related to the rise of the use of social media which is very popular among youths and adolescents makes neglect which greatly affects daily life from traditional to modern

life which is marked by the number of advanced technologies that make it easier for people to carry out activities more quickly and practically. (Hatuwe et al. 2021) this is a challenge for preachers to keep young people on the path that is justified by the Shari'a, one of which is through the role for all preachers to enter their world through adjusting the preachers to society, namely by incorporating their da'wah and advice through social media. (Fabriar, Fitri, and Fathoni 2022)

Da'wah is one of the main human needs of the Muslim community to invite the community to always broadcast and spread Islamic teachings that were brought by the Prophet Muhammad to his people. In order to carry out da'wah inviting the Muslim community to the right path, there needs to be conformity and the trend of society towards its era to make it easier for the accuser to convey his invitation to religion. (Basori and Jalaluddin 2021) One of them is by using YouTube media which is now favored by the majority of people. (Salam, Amen, and Tajibu 2020)

Several previous researchers related to the da'wah media research conducted by Ulya Dinillah and Aka Kurnia SF obtained results of da'wah material in the accounts @tandingislam and @harakahislamiayah more by using rationally persuasive communication. (Dinillah and Kurnia SF 2019) The research conducted by Mohammad Syafri, obtained the results of research that needed an in-depth study related to the existence of a social media function that could be used as an indictment media unit in accordance with the number of people who on average operate social media. (Suharto 2020) Research conducted by Zulfikar Ghazali said that with very rapid technological advances and many users and enthusiasts, it becomes a function and a different way of carrying out the duties of an accuser. (Ghazali 2019) Research conducted by Adi Wibowo said that there are several strategies of indictment that can be done for millennials, such as Instagram and You Tube. (Wibowo 2019)

Based on the background above, the purpose of this study is to find out how "Instagram as a Da'wah Media (Analysis of the contents of Ning Shaila Hasina's da'wah messages)" in order to get benefits both theoretically and practically. Theoretically, to make a contribution to academics and science, especially in developing da'wah in the millennial era through social media, as a reference to be made by researchers in the future. The practical benefits are for input to preachers, and for researchers as the completion of S1 final assignments.

## **RESEARCH METHODS**

The research approach used in this research is qualitative research. (Mulyadi 2011) with the type of literature study (Library Research) which uses several books, journals, and other literature as the main object to obtain data regarding Instagram as a da'wah media (Content Analysis of Ning Shaila Hasina's Dakwah Messages). For data collection techniques using primary data, secondary data and internet searching such as research results from websites, books, magazines and research results that can be accessed online related to Instagram as a da'wah media (Content Analysis of Ning Shaila Hasina's Dakwah Messages).

## **RESULTS AND DISCUSSION**

Communication comes from communication in English called communis which means "same", communico, communication or communicare which means "to make common", the first term (communis).<sup>3</sup> According to Everet M. Rogers, communication is a process where an ideas are transferred from a source regardless of a recipient with the intention or more with the intention of changing their behavior. Mass communication is communication that uses mass media, whether print (newspapers, magazines) or electronic (radio, television and the internet), which is managed by an institutionalized institution or person and is addressed to a large number of people scattered in many places, anonymously, and heterogeneous.<sup>6</sup> The messages are general in nature, delivered quickly, simultaneously and in passing (especially electronic media). In conclusion, the mass media is an institution engaged in the field of communication or broadcasting whose job is to search for, manage data,

to convey news or information to audiences through communication media or communication tools. As can be seen from visual communication media, visual communication media is a communication tool that can be used with the senses. vision in capturing data. So, it is the eyes that play the most role in the development of da'wah. Communication media in the form of tools that use vision as the subject matter consists of types of communication tools. We can see the benefits of visual functions, including: The advantages of visual media among other da'wah media are as follows:

### **Da'wah and its forms**

Etymologically da'wah can be interpreted as invitation, calling and calling can also be understood as calling, calling, inviting and inviting. Da'wah in terminology has several meanings from experts but still has the same purpose of meaning.(Ridwan 2018)of the several purposes of da'wah that are carried out, there are several ways or forms of delivery such as the following types:

### **Da'wah bil Qolam**

Da'wah bil Qolam is a form of da'wah that uses writing. Both written on paper and writing on social media.(Hasmiati, Rita, and Amiruddin 2021)Dawa bil qolam is an example of the method of preaching taught by Rasulullah and his companions and tabi'in in his time by sending newspapers which contained letters containing invitations and calls.(Rizal 2021)In the millennial era, dakwa bil qolam was carried out with several facilities available with many social media such as Instagram, Tik Tok, Facebook, Twitter, and You Tube.(Khoirunisak 2022)

### **Charged with Deeds**

Invitation by giving an example is more followed by the community rather than inviting only verbally or in writing.(Estuningtyas 2021)da'wah with more concrete actions is seen and the results are visible both in economic, social and cultural terms through Islamic teachings that are in accordance with Shari'a. With da'wah bil things or deeds are efforts made to pioneer and immediately practice an Islamic life every day. Da'wah in terms of action can not only be carried out by a kiai or aristocratic descent, but in this case anyone can practice it in his life anywhere and anytime without being limited by profession.(Kholis et al. 2021)

### **Da'wah Using Oral**

Da'wah by word of mouth is an invitation through the delivery of information through word of mouth either in the form of associations or lectures, public recitations, sermons which are directly heard by the mustami' in an association. Or it could be through videos that each person listens to when viewing and listening to the video. A good lecturer who is categorized as a Da'i, Lecturer, or Khotib is someone who carries out Da'wah either orally or in writing. It can be delivered to individuals or groups in a ceremony or forum.

### **The elements in da'wah**

There are several elements of da'wah that must be fulfilled by the preacher for the success of his message to spread Islam. This element needs to be fulfilled as an indicator of the success of dakawa which includes preachers, recipients of da'wah or mustami', and da'wah materials. The following: The first: A preacher is someone who invites other people by several methods, using either verbal, written or deed.(Pimay and Savitri 2021)da'wah is done to individuals and groups. Society in general refers to preachers as sub-Muballigh in the sense of someone who is considered to have qualified knowledge to spread Islamic law and as a charity to continue the struggle of the Ulama' and the Prophet.

The presence of the preachers is one of the biggest influences on the sustainability of the teachings of Islamic law. because without Islamic preachers it will only look like ideology alone without any manifestation in society.(Roman 2021)There are several characteristics that must be possessed by a preacher including: the preacher must understand the Qur'an, the Sunnah of the Prophet, as well as some history related to friends and khulafaur Rosyidin, have the courage to reveal the truth whenever and wherever it must be upheld, understand the condition of society that will faced, the statement is in accordance with the deed, doing da'wah sincerely without expecting

payment and lastly maintaining self-respect or generosity.(Aziz 2004)The second: The recipient of the da'wah or Mustami' Mustami' is someone who listens to invitations as well as advice and directions conveyed by the preacher, whether listening alone or together with a group or several people in an organization both mustami' from Muslims and non-Muslims. Mustami' is divided into several groups as follows: seen from the institutional structure (students, community or formal institutions). Viewed from a sociological perspective (village, village and city). Viewed from the profession (traders, farmers, laborers, artists and civil servants). From the age level (parents, youth and children). From the social level (poor, middle and rich).(Abdullah 2020)The third: The message of indictment conveyed by the preacher to mustami' is of course through scientific material that is already owned and mastered and studied continuously. The message conveyed by the preacher certainly contains a truth that originates from the Shari'a (Al-Quran and Hadith) and is adapted to the circumstances of Mustami'.(Munir and Divine 2009)

The method of conveying the message of Ning Shaila Hasina, Therefore visual communication da'wah through the Instagram account @sheilahasina can convey the value of da'wah more easily and effectively. This research looks at it from a different perspective as usual. This study looks at two elements, namely da'wah messages and visual communication da'wah interpretations. Da'wah elements which include messages or material conveyed by the Instagram account. Interpretation of da'wah associated with elements of visual communication design is a science that studies creative imagination applied in various media through design elements such as lines, fields, colors. Illustration, typography, and layout. This research is a problem that is more recent or the current trend. The advantage of visual communication is the attractiveness of the packaging which is conveyed to everyone, made in a light way, there are pictures,

In this study, it was revealed that the interest of the informants brought by Ning Shaila Hasina through the @Instagram @sheilahasina account was very right on target among young people today, the majority of whom surf Instagram social media. In the @Instagram account @sheilahasina there are several da'wah messages conveyed through the highlights on his account. In this case, the preaching delivered by Ning Shaila Hasina is very diverse. Starting from women's fiqh (childbirth, and menstruation), the virtues and practices that must be carried out in several Hijriyah months, especially in the noble months (Asyhurul Hurum such as Ramhadan, muharrom, rojab, robiul beginning, robiul Akhir), about qodho' and qodar, Wisdom, motivation and arrived at the food recipe. These themes abound and include; Al-Qur'an verses about Grateful for Allah's blessings, Wearing the hijab, Do not be jealous, Fortune, Kindness, Tawaqal, Prayer, Guidance and guidance, and Al-Qur'an verses about Remembering Allah.

Ning Shaila Hasina's preaching through the interesting account @Instagram @sheilahasina is not monotonous and very easy to understand, making someone who hears and sees it happy to follow her messages in her da'wah delivered in good and straightforward language and accompanied by evidence or arguments concrete both from the Al-Qur'an, Hadith, Maqoul ulama' and others. The theme raised is also in accordance with the needs and problems that occur with society and especially women, such as several special studies on fiqh for women related to hai, istihadhoh, childbirth and other discussions and how to be a woman as a housewife who can educate children. Even though every individual has a different view regarding the delivery of Ning Shaila Hasina through the @Instagram account @sheilahasina as a female preacher, in general Ning Shaila Hasina's preaching is able to become a focus for most women in knowledge about menstruation. As a concrete example, Ning Shaila Hasina was invited to the Nurul Jadid Islamic Boarding School to attend a menstruation seminar, which of course was attended by countless students.

## CONCLUSION

Some of the characteristics that must be possessed by a preacher include: the

preacher must understand the Qur'an, the Sunnah of the Prophet, as well as some history related to friends and khulafaur Rosyidin, have the courage to reveal the truth whenever and wherever it must be upheld, understand the conditions of society that will be faced, his words are in accordance with his deeds, doing da'wah sincerely without expecting payment and lastly maintaining self-respect or generosity. The presence of the preachers is one of the biggest influences on the sustainability of the teachings of Islamic law. because without Islamic preachers it will only look like ideology alone without any manifestation in society.

Based on the results and observations made regarding Instagram as a Da'wah Media (Analysis of the content of Ning Shaila Hasina's da'wah messages), the da'wah messages shared by Ning Shaila Hasina with the Instagram account @sheilahasina in the highlights on her Instagram account share her da'wah content with several messages, starting from messages and advice for women, especially in understanding the chapter on menstruation and childbirth, as well as how to have an educated child, of course, must be handled by an educated mother. Da'wa's messages are related to several Islamic lessons and motivations, Dakwah's messages are related to matters in obtaining enormous worship value through understanding the special deeds of Ashurul Hurum or the month that Allah glorifies.

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