Da'wah Practice on Instagram Social Media

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Abstract

This research aims to explain the practice of da'wah on Instagram social media. From this research using qualitative research methods. The subject of the study was @primaalazhar's Instagram account. Data collection techniques through observation, interviews, and documentation. Data analysis techniques use descriptive data analysis, namely by explaining each data from the instagram account @primaalazhar. The results of this study can be concluded that instagram social media can be used as a medium of da'wah with seven strategies in which including paying attention to da'wah account profiles on Instagram, paying attention to Instagram content, increasing followers, determining niche on Instagram, determining and building engagement, managing Instagram social media, and evaluating da'wah strategies.

Keywords: *Da'wah; Social Media; Instagram*

Introduction

The spread of media today, such as print media, broadcast media, and cyber media or online media is one form of the era of information disclosure. The function of the media itself is to provide information, education, entertainment and social control. Social media is one of the media with its users who can easily participate, share, comment and others. The survey conducted by GWI in the third quarter of 2020 Instagram is one of the most commonly used social media by people around the world, Instagram ranked third after Youtube and Whatsapp (Yudo Dahono, 2020).

Indonesia is the country that has the most social media accounts in the world, one of which is Instagram. That percentage is the highest among other platforms. The number of instagram social media users can be attributed to the interest of the younger generation in social media about 90% of users under the age of 35 years the most active are students and students (Andrea Lidwina, 2021). The Global Web Index surveyed 5,650 children aged 13-15 in 14 countries who use social media. The survey was conducted online in the first quarter of 2021. 58% of respondents who are 13-15 year olds use Instagram every day.

The emergence of the media provides convenience to better reach the wider community. Then, social media in particular also provides various other conveniences such as faster, can convey da'wah

briefly, simply and widely. The role of social media in preaching is now also very important because it looks at the condition of the community, especially Indonesia, which increasingly uses social media.

Da'wah through social media is because of the large number of people who are still lay about religious knowledge, thus making scholars take the initiative to do da'wah through social media with the aim of inviting the public to better utilize the internet as a forum to increase knowledge. Da'wah is pursued in a wise way and must be done systematically in order to be well received and practiced (Hafidz Anshari, 1999).

The emergence of social media has now become so useful, especially for preachers. One of the factors that encourage da'wah through social media is because of the convenience provided by the internet. The spread of Islamic teachings can be packaged briefly, quickly, widely, interestingly and effectively.

Instagram is an app for sharing photos, videos, applying digital filters and deploying them to various networking services including Instagram itself.

Instagram has a number of excellent features that make it popular with millions of users. The first is the camera feature, where through Instagram users can not only upload photos from the gallery. But it can also instantly shoot or record moments from within the app then edit, captioning new shares (Cindie Sya'bania Feroza, 2020).

Instagram social media is also widely used by leaders, communities or groups for the purpose of preaching. But there are some shortcomings of social media da'wah, including that it can be easily imitated and misused by irresponsible individuals. Not only is it contrary to the teachings of the da'wah. What is more dangerous for listeners is that da'wah through social media can cause misinterpretation. Like the instagram account @prismaalazhar also use Instagram for da'wah media in teenagers, therefore this research was conducted to find out the da'wah strategy carried out.

Research Methods

This research uses qualitative research with the aim of obtaining phenomena that occur in the subject of research and tracing to *explore* and understand a *central* symptom (John Creswell, 2014). *The subject of the study is the @prismaalazhar account manager*. Research time for three months. Data collection techniques through observation of instagram accounts @prismaalazhar, direct interviews of managers and followers of Instagram accounts @prismaalazhar and instagram account documentation @prismaalazhar. Data analysis techniques through descriptive analysis by describing data related to da'wah strategies through Instagram social media.

Discussion

From the results of the research obtained:

1.Da'wah Account Profile @prismaalazhar

A da'i must be able to analyze in advance the da'wah field to be used. A da'I must be able to see how much benefit can be achieved through the media, and whether or not the media is used as a medium of da'wah. The @prismaalazhar account has 2,208 followers and has posted as many as 562 posts (Fadli Usman, 2016) The selection of Instagram as a medium that as explained earlier that Instagram is a favorite social media today, especially among teenagers and adults, will be a very effective media because of the rise of people using the internet and people seeking Islamic da'wah through social media.

Based on the observations of researchers on December 13, 2021, the number of *views* on the last five video uploads averaged 3,825 *views*. Prismaalazhar account is unique, this account not only displays a study schedule, besides that the uploaded video is packed with interesting *backsound* so that the delivery of da'wah messages does not seem monotonous. Targert's *audience* of this da'wah account is of all ages in general and youth (15- to 24-year-olds) in particular. Because one of the purposes of prism preaching on Instagram is to attract young people to love the mosque (Kisty, 2022).

2.   Content of Da'wah content @prismaalazhar
The types of content are divided into two parts, namely content in terms of format and content from the context side, from the format side of the types of content are as follows:

2.1 Text/Writing
Text is a type of traditional or conventional content in the form of writing, both in the form of news (*news*), opinions, features, and essays (*essays*) and reviews *(reviews).* Text is called traditional content because it has become the main dish of information media since it first appeared, namely Acta Diurna. Print media offerings (newspapers, magazines) are mostly text with additional images or photos. In terms of format, text or writing can be news, opinions, or features. Text content cannot be presented on radio broadcasting media. Television can still present text content, such as *running text* or infographics. Examples of text / writing in the content of Prisma Al Azhar one of them is in the form of captions.

2.2 Image/Image/Photo
Image (image / pucture) is content in the form of photos taken by the camera or graphic design results. There is a phrase, one picture is worth 1000 words (*a picture is worth a thousand words*). Instagram is popular because it requires status updates in the form of photos or videos. Image content is preferred by social media users to text/writing. In mass media, both print and online, images are usually a supplement, both as illustrations and reinforcements of news content.

2.3 Voice/Podcast
Sound (audio) is the content of radio broadcast media. Audio can also be website content that is now known as Podcasts – short for Playable on Demand Broadcast. The difference with radio which is generally in the form of live broadcasts and *live streaming*, podcasts are audio (sounds) that are loaded on the website, in the form of files that can be downloaded, and can be listened to anytime and anywhere.

Podcasts are usually voice recordings of chats, lectures, interviews, etc. It can also be a recording of a television broadcast or radio program, lecture, show, or other event. Now many podcasters are videoing their podcasts and uploaded them to Youtube. Be it a "video podcast", not a pure podcast that is just a voice. One example of a podcast featured on the Prisma Al Azhar account discusses "Muslim millennials" which means that young Muslims are bound by how to view the world that faith and modernity can go hand in hand.

2.4 Video
Video is the most popular internet content today. This is also what brings great income blessings for many Youtubers. By definition, a video is a live image recording that was originally aired on television media. Now, videos can be published through video sharing social media platforms, such as Youtube, Vimeo, and Daily Motion. Videos can also be published on social media such as Facebook, Twitter, and especially Instagram.

Examples of Prisma Al Azhar content content in the form of videos, one of which is to display the results of the study of the speakers in several short videos.

3. Increase Your Followers on Instagram

Here are the strategies used in increasing the number of followers @prismaalazhar, it is hoped that with increased followers, the da'wah can have an impact on the community. Some of the strategies that are carried out are as follows:

3.1 Instagram Feature Optimization

Not a few who have tried to convey da'wah through Instagram but the delivery is less effective. Even though it has created content, but it turns out that the content is less interesting. Worse, coupled with the lack of knowledge about how the content is in demand by *the audience* or *mad'u* itself. So that *the engagement* of the delivery of da'wah does not increase or even just walk in place.

With the optimization of this Instagram feature, we will learn and more easily understand how effective da'wah is by utilizing Instagram as a medium of delivering da'wah messages by strategizing in accordance with *the conditions of mad'u* or our da'wah goals, in order to become *Rahmatan lil' alamiin* or mandaat for others.

The things that determine growing da'wah on Instagram are as follows:

a) Engagement (Like, Comment, and Share)

Engagement is an engagement or measure of how popular our Instagram posts are when viewed from the number of people who liked, the number of comments, and how many of our posts were shared with others.

From the results of research on @prismaalazhar account, video content is more preferred than displaying motivational images / quotes only. The example in the motivational video proof of love of a man's love received 157 likes and 2 comments, but in the post quotes about improving themselves and preparing for death provisions likes only reached 35 likes and 0 comments, even though the content of the content both provided motivation.

b) Content Relevance

Content relevance is how relevant the content you share to invite interaction with the target *audience* or *mad'u*. Some time ago was being discussed about mental health issues and Prisma Al Azhar took the moment to hold a study themed on mental health that discusses the emotional state generally experienced by people aged 20-30 years.

c) Interaction

Instagram admits that who its users are involved with, will affect the appearance of their respective feeds on their Instagram. Therefore, it is very important to interact with the accounts in our target *audience* or *mad'u*. One of the things that Prisma Al Azhar does is to hold discussions wrapped in seminars / studies.

d) Consistency

Instagram highly recommends that we share content at least once a day. But no more than twice a day. Of course, we want the content we share to remain relevant and become the top ranking without disturbing other users (*spamming*). Prisma Al Azhar is consistent to conduct regular studies and promote them on Instagram so that more and more people know about the study.

4. Finding a Niche on Instagram

Niche itself can be interpreted as a **specific word** that becomes the target market or target marketing of a product or a service that we offer to consumers (Ahmad Zaki Abdul Aziz, 2020).

The function of determining a *niche* is so that when creating content, we have a clear direction. In determining *the niche*, 2 main things are needed, namely our *passion* or expertise, and *the problems* or

needs of the target *audience.* Account owners insert *market* elements in it, so that we can create works that produce and answer market needs.

In this study, the account @primaalazhar ensure the needs of followers in accordance with the purpose of da'wah.

5.Defining and Building Mad'u Engagement

One type of *engagement* that is no less important is sharing or *sharing.* Sharing will greatly affect how many people will see the post. Moreover, the latest algorithm changes to facebook and Instagram *newsfeed* prioritize content coming from friends and family over *fan pages.*

Prismaalazhar is a Muslim media that presents information, knowledge, and ideas that invite kindness and inspire young people. Prismaalazhar continues to grow from the beginning to the present to be more acceptable to the community, pioneering from the beginning to the present and will still continue to learn. In this internet era, prismaalazhar also uses Instagram social media to be one of the means of da'wah. The da'wah strategy used by prismaalazhar accounts to reach the public and survive in the midst of social media flows to continue to call for good.

6.Instagram Media Mining

Prismaalazhar in managing da'wah media @primaalazhar implements three stages of strategy formulation, strategy implementation, and strategy research. *First*, Prisma Al Azhar forms a vision and mission that becomes a reference in carrying out its work. Vision and mission of Prisma Al Azhar. The vision above Prisma Al Azhar has the goal to become an information portal for the achievement of this vision so as to make Prisma Al Azhar has the principle to continue to be a medium that always disseminates positive information that can provide influence and benefits to its audience and stick to the teachings of Islam.

First, strategy formulation is the most important stage in the strategy process. At this stage usually an organization carries out the development of vision and mission, identification of opportunities and external threats of an organization, awareness between internal strengths and weaknesses, Long-term goal setting, finding alternative strategies and selecting specific strategies to achieve goals (Fred R. David, 2012). Prisma Al Azhar formulates a mission that will be carried out by its members, starting from making youth as the forefront in maintaining and improving community akhlaq. What is meant by moral sources is what becomes a measure of good-bad or noble and despicable. As the whole teaching of Islam. The source of morals is the Qur'an and al-Hadith, not the mind or view of society, as in the concepts of ethics and moral.

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Second, the implementation stage of the strategy, prismaalazhar implements the strategy that has been formulated so that the goal of da'wah is achieved efficiently and effectively. Dengan puts its best members according to their respective fields. Prismaalazhar also opened up if he wanted to join and study at Prisma Al Azhar.

To continue to survive in the diverse social media flow prismaalazhar also implemented the strategy he has formulated in order to attract the attention of his audience. Prismaalazhar's characteristics are one of the attractions that are expected to continue to attract social media users to still receive Islamic knowledge through the way of preaching prismaalazhar through this social media.

a. Study Routine

One of the characteristics of prismaalazhar is the routine of conducting studies and seminars on the destruction that can be followed by anyone. Such as hadith studies, fiqh studies, sirah studies, islamic seminars focused on the realm of Muslimah knowledge.

b. Display a Serving of Information from Different Sides

Prismaalazhar always strives to display positive information and can provide benefits and influence for its audience by making da'wah videos, conducting studies and seminars, conducting archery exercises, etc. Instead of presenting negative information, prismaalazhar actually sees an event or a figure from a different point of view. Prismaalazhar also always tries to explore inspirational stories owned by his character.

c. Choose A Different Background or Profession from Each Inspirational Figure and Study Bearer

The problem that often arises when someone wants to access da'wah information is the difficulty of finding the right information. In this case prismaalazhar tries to present valid information from various sources and filter in advance the information that will be shared on social media. Also prismaalazhar facilitates studies and seminars so that people get useful knowledge.

The strategy used in this case is prismaalazhar chooses a different background or profession from each figure who will bring a study or seminar at Prisma Al Azhar and is expected to increase public knowledge.

The selection of different backgrounds or professions in the implementation of this study is also nothing but a way that prismaalazhar does to inspire Muslims to always be enthusiastic in studying and doing good. During the pandemic prismaalazhar still tried to hold regular online-based studies through zoom meetings

d. Formulation of Questions That Represent Followers' Curiosity

Prismaalazhar also conducts research in formulating questions to sources and in choosing sources for their studies / seminars or what things are most interested in the audience towards the source. This research is done to find out what things are most often the audience's interest in the source.

This research was carried out by tracing what trends are happening in the world of da'wah, tracing the comments column on the social media of the source. By doing this strategy, prismaalazhar hopes to answer and represent people's curiosity towards a source in accordance with what he wants.

e. *Branding* on Social Media Instagram

Branding is a marketing practice that creates a name, symbol, or design that is easily identified as belonging to a company. Branding or building brand awareness is an activity to distinguish our products and services from others in other words building brand awareness is the most important thing in the company.

Logo is an important element of the brand that is the face of the company / organization. Logo design is arguably the most important brand for business. During the design process, think about who you are as a brand and how you want to be perceived by customers. Use this to drive a brand logo design strategy.

7. Evaluation of Account Da'wah Strategy

This evaluation was carried out with related internal parties such as the chairman of Prisma Al Azhar, mosque administrators, communication and information teams, and members of Prisma Al Azhar. In the evaluation or assessment of this strategy prisma alazhar pay attention to whether the strategy used is good enough or not, then review any shortcomings when online and offline studies take place.

Prismalazhar also reviewed whether the message to be conveyed could be conveyed properly. Strategy evaluation is necessary because what works today doesn't always work later (Fred R. David, 2012).

According to the administrators of prima Al-Azhar who were evaluated including internal parties, this evaluation was carried out with related internal parties such as the chairman of Prisma Al Azhar, the mosque administrator, the kominfo team, and members of Prisma Al Azhar. External parties responding to pilgrims is also one of the important points that must be considered. What pilgrims convey is the impression obtained after receiving the information given or presented. Jamah's response can be opinions, testimoni, criticism, or input. The presence of a pilgrim response is also one of the acua n to improve things that were lacking in the previous strategy.

Conclusion

Life is constantly changing following the development of technology. Thus with da'wah must also follow the changes in both the way and the content. From this research, it can be concluded that Instagram social media can be used as a da'wah media with seven strategies in which include paying attention to da'wah account profiles on Instagram, paying attention to Instagram content, increasing followers, determining niche on Instagram, determining and building *engagement,* managing Instagram social media, and evaluating da'wah strategies.

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