Prophetic Communication Praise on Instagram Social Media

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Abstract  
Currently da’wah can be done through social media because it is easy to reach audiences in spreading Islamic teachings. The purpose of da’wah through social media is none other than to inspire each other and spread understanding about Islam through content. The purpose of this writing is to find out about prophetic communication through Instagram social media. The method used in this paper is qualitative, using content analysis through Instagram social media. The results of the discussion in this paper, in the last few decades, the number of social media users, especially Instagram, has increased. This allows preaching on social media to be efficient and affordable. Da’wah posts on Instagram usually contain content about beliefs (creeds), laws, morals, and ethics.

Keywords: Da’wah, Prophetic Communication, Instagram.

1. INTRODUCTION

Along with increasingly sophisticated technology, and many of the latest innovations, da’wah also certainly experiences quite important developments, starting from the number of followers, the methods it conveys, and what media the preachers use. Da’wah can be carried out in various media because it is efficient and affordable for various groups. With the emergence of the internet, it was followed by the emergence of social media such as Facebook, Twitter, Instagram, and so on. Social media makes it easier for someone to communicate remotely and through cyberspace.

One of the most popular social media and many users is Instagram. Instagram is an application for sharing photos and videos. It is not only used to share photos and videos but also as a means of conveying da’wah messages. Prophetic communication da’wah on Instagram is an effective way to spread religious messages in a more modern and creative way. The religion of Islam brought by the Prophet Muhammad SAW is a religion full of peace and compassion. He also spread Islamic teachings
gently and honestly in every word he said. That is why many of the opposing parties embraced Islam because the Prophet Muhammad was always friendly when interacting with non-Muslims. So that is one factor that Islam is easily accepted by society. (A’yuni, 2018).

Da’wah in the past and now is very different. In the past, preaching was only limited to mosques and prayer rooms. However, now in the millennial era, where da’wah is growing day by day, it can be spread through social media so that mad’u can easily reach it quickly. The forms of da’wah posts that we usually see also vary, for example, video lectures or writing in the form of articles, captions, and quotes.

Currently, on Instagram, there is also a new feature, namely Reels. The reel is a feature for Instagram users to make videos with a duration of 15 to 30 seconds. Reels can also be combined with music. Almost the same as TikTok, Instagram Reels also has a For Your Page (FYP). With the presence of this new feature from Instagram, preachers in this millennial era consistently provide insights about Islam on Reels or in the form of feeds only accompanied by captions about da’wah (Roketin, 2023). The opening of opportunities for information and freedom of expression is supported by technological developments which have become the trigger for the transformation of communication patterns. In the development of the treasures of communication science, there is a term called prophetic communication. (Firdaus, 2020).

As for prophetic communication, it is the prophetic communication pattern of Muhammad SAW that contains values and ethics. The beginning of the concept comes from the purpose of the prophet being sent to perfect human morals which is found in the prophet’s hadith which reads “I am not sent, except only to perfect morals,” (H.R. Ahmad).

Exemplary from the nature of the Prophet Muhammad SAW include: Shidiq, Amanah, tabligh, and fathanah. From the shidiq nature of the prophet, a preacher can implement honesty in every preaching, especially if social media does not spread lies or hoaxes. Then from the nature of the prophet’s mandate, a preacher must also have a sense of responsibility for what he has spread to mad’u. Starting from postings that contain invitations or appeals subtly so that mad’u is easily influenced.

The nature of the tabligh of the Prophet is that a preacher must be consistent in conveying his da’wah. Meanwhile, for the nature of the fathanah of the prophet, intelligence must be the main capital for a preacher, especially in this day and age where there is a lot of new knowledge. As much as possible for a preacher, don’t be out of date and try to learn from existing trends so that you can answer the many problems of the people today.

The exemplary nature of the prophet, it can be implemented in preaching on social media because it contains prophetic communication. Prophetic communication da’wah on Instagram is an effective way to spread religious messages in a more modern and creative way. Prophetic communication da’wah is preaching that uses a modern communication approach based on Islamic teachings, to bring people to goodness and keep them away from evil. Prophetic communication da’wah on Instagram has great potential to reach a wider audience and can help increase religious understanding as well as community social awareness.

This article will discuss several matters related to prophetic communication propaganda on Instagram, starting from understanding and concepts, forms of prophetic communication propaganda on Instagram, effective strategies in prophetic communication propaganda on Instagram, the impact it has on understanding religion in society, the role in raising awareness social media on Instagram, and the factors that influence the success of prophetic communication on Instagram. Hopefully, this article can provide a clear and useful description of prophetic communication on social media and Instagram.
2. METHOD

The method used in this paper is qualitative, using content analysis through Instagram social media, where da'wah posts on Instagram usually contain content about beliefs (aqeedah), law, morals and morals. Good communication in conveying da'wah on Instagram or other social media is the most important aspect of interaction because the goal is to reach the communicator (mad'u). by analyzing the concept of prophetic communication da'wah, forms of prophetic communication da'wah on Instagram, effective strategies in prophetic communication da'wah on Instagram, the impact it has on people's religious understanding, the role in increasing social awareness on Instagram, and the factors that influence the success of da'wah prophetic communication on Instagram.

3. RESULT AND DISCUSSION

3.1. Definition and Concept of Prophetic Communication Da'wah

Etymologically da'wah as a masdar form comes from the words دعاء (fi'il madhi) and دعو (fi'il mudhari’) which mean calling, inviting, calling, pushing and begging. Meanwhile, according to the terminology, the notion of da'wah is a process of conveying certain messages in the form of invitations or appeals with the aim that other people comply with the invitation. Da'wah is also the process of carrying out a business or activity that is carried out consciously, deliberately and planned to influence mad'u about the practice of Islamic religious teachings without any coercion.

There are several definitions of da'wah from various experts, namely: (1) Prof. Toha Yahya Oemar, stated that Islamic da'wah is an effort to invite people in a wise way to the right path in accordance with God's commands for the benefit of the world and the hereafter: (2) Prof. Dr. Hamka, argues that da'wah is a call to adhere to a position which basically has a positive connotation with substance located in activities that command amar ma'ruf nahi mungkar: (3) Muhammad Natsir, said that a Muslim has the responsibility to do good and fight against evil in life.

Broadly speaking, social media with social networks use an online media system that is connected to the internet. According to Rulli Nasrullah (2016) social media is a medium on the internet that makes it easy for its users to represent themselves or interact, share, and form social bonds virtually. Examples that are widely used today are Facebook, Instagram, Twitter, WhatsApp, and YouTube.

Quoted by Fisher in the book Theories of Communication, communication according to Berelson and Starainer is the conveyance of ideas, emotions, and skills through the use of symbols, words, numbers, graphics, and so on. (Fisher, 1990).

So it can be concluded that the theory in this research article uses Lasswell's theory, where communication uses mass media because the message medium has a wider reach. In Lasswell's communication theory, the purpose of communication is assessed as creating and influencing through the messages conveyed (Qubisa, 2023). Dakwah comes from Arabic which means call, invitation, or call. This word is the mashdar form of fi'il (verb) which means to invite, call, or call. In the Qur'an, the word da'wah is mentioned about 198 times in 55 letters (176 verses), including QS. An-Nahl; 44, 125, Al-Maidah; 67, Al-Ahzab; 45, and Al-Jum'ah; 2 (Abdul Basit, 2005).

According to Syekh Ali Mahfuz in Hidayah al-Mursydin, da'wah in terms is inviting people to the path of goodness and guidance in order to obtain happiness in this world and the hereafter (Mahfuz, 1976). Meanwhile, according to Syukriadi Sambas (1995), da'wah is a process of transmission,
transformation, and internalization of Islamic teachings by using certain methods and media to achieve certain goals.

The definition above shows that the scope of da'wah activities is very broad and not only limited to lectures or speeches as is generally understood. Da'wah includes the process of inviting people to Islam through various means such as verbal (da'wah bil al-lisan), writing (da'wah bi al-qalam), deeds (da'wah bil al-hal), or Islamic social action (da'wah 'wah bi ahsan al-mal) (Enjang & Aliyudin, 2009).

The meaning of prophetic communication is 'Prophetic Communication' or 'Apostolic Communication', which does not only include communication that imitates the 'prophet's ways of communicating', or da'wah or Islamic communication, but also includes communication that seeks to emulate prophetic goals.

The term prophetic communication cannot be separated from Kuntowijoyo's (2017) idea of 'Prophetic Social Science'. Prophetic Social Science is used as a paradigm or perspective based on certain ethical goals. This paradigm uses a prophetic spirit. According to Kuntowijoyo, the prophetic spirit/ethos is represented by three things, namely humanization, liberation, and transcendence (Kuntowijoyo, 2017). Syahputra (2017) mentions Prophetic Communication as a paradigm that is parallel to the three paradigms recognized in social science/research disciplines, namely positivist, constructivist, and critical.

Prophetic has a meaning related to the prophet or prophecy. In the Koran, the Prophet is described as an ideal servant of Allah physically and psychologically, who has integrated with Allah and His angels, is given holy books and wisdom and is able to implement them in life and communicate them effectively to humans (Roqib, 2008). The word prophetic can also be interpreted as anything related to the potential of prophecy.

Prophetic preaching consists of three main pillars that aim to form a good community, in accordance with what is mentioned in the Al-Qur’an Surat Ali Imran 110, that "you are the best people born for mankind, commanding the good, and preventing from evil, and believe in Allah SWT." The singular word "ummah" is mentioned 40 times in the Qur’an. According to ar-Ragib in “al-Mufradat fi Gharib al-Qur’an”, the word ummah in the verse refers to groups gathered based on the same religion, the same time or place, or their own will. Quraish Shihab argues that the Qur’an and al-Hadith do not limit the understanding of the ummah to only certain groups of people (Shihab, 2002).

In QS Ali Imran (3): 110, the term "khair al-ummah" is followed by three concepts, namely amar ma'ruf (humanization), nahi munkar (liberation), and faith in Allah (transcendence). These concepts are in line with Kuntowijoyo’s views on prophetic social science, where da’wah must encourage the implementation of Islamic religious teachings as a whole in various aspects of life, not just increasing religious understanding.

When associated with prophetic da’wah, calling for goodness must be based on these three pillars, namely the value of transcendence which is the orientation and vision of a preacher’s life, humanization to always enhance the dignity of fellow human beings, and liberation to cleanse oneself from dirt, weaknesses, deficiencies, and backwardness.

3.2. Prophetic Communication Da’wah Concept

The prophetic preaching potential of Rasulullah SAW in the millennial era can be utilized to build awareness of the people in religion on the basis of values or da’wah that is lived in the prophetic concept. In preaching, Rasulullah SAW always showed honesty in conveying the truth, used akhlakul karimah to invite to goodness, and never blasphemed anyone who did not agree. The prophetic concept approach to Surah Ali Imron verse 110 taken from the Koran is in line with Kuntowijoyo’s
thoughts on prophetic social science which includes three dimensions of prophetic concepts, namely humanism, liberation, and transcendence.

**Amar Ma’ruf Concept (Humanization)**

The concept of Amar Ma’ruf, or also known as humanism, emphasizes the important value of treating human beings as human beings, by eliminating materialistic attitudes, dependence, acts of violence, and attitudes of hatred among human beings. In Arabic, amar ma’ruf means inviting or ordering to good. According to Ahmad Tantowi, citing the opinion of A. Malik Fajar, humans are creatures entrusted with the mandate of the caliphate and have great potential within themselves. Humans can take advantage of nature and interact with fellow humans to build a civilization based on the values of the Koran (Tantowi, 2009).

One of the indicators of the concept of amar ma’ruf (humanism) is: First, maintaining human brotherhood despite different religions, beliefs, socio-economic status, and traditions. Brotherhood cannot be separated simply because of the differences that exist between people. Second, seeing a person as a whole, includes his psychological aspects, so that he respects each other individual or group. Third, eliminating various forms of violence, because violence is often used by people to eliminate the human values of others. Fourth, get rid of hatred towards fellow human beings.

**Nahi Munkar (Liberation) Concept**

Liberation, or what is known as Nahi Munkar, refers to the concept of human liberation from ignorance, poverty, and oppression. The goal is to prevent any criminal behavior that can damage life. This concept rejects all forms of oppression between humans and aims to liberate the nation from crime, cruelty, poverty, technological arrogance, and moral decay. Indicators of the concept of liberation include: first, side with the interests of the people; second, upholding justice and truth; third, eradicating ignorance and socio-economic poverty; and fourth, eliminating oppression and violence.

**The Concept of Tu’minuna Billah (Transcendence)**

In Islamic theology, this concept is known as the transcendence of human faith which aims to form human beings who are faithful and pious. Transcendence can be interpreted as a spiritual relationship between humans and God, or it is also called hablun min Allah. This concept emphasizes the importance of faith and belief in Allah, His book, and the unseen. By understanding the concept of transcendence, humans are expected to achieve perfection in worship and morality, and to strengthen their relationship with the Creator (Kuntowijoyo, 2011).

The value of transcendence acts as a guide for every step and action of a Muslim. Transcendence indicators can be formulated as follows: First, understanding the existence of supernatural power that comes from Allah and believing that every movement and action must lead to Him. Second, make efforts to get closer to Allah with istiqamah, namely by continuously multiplying dhikr and praising His majesty. Third, try to get goodness from Allah and rely on Him in every way. Fourth, linking behavior, actions, and events with the teachings of the scriptures through prophetic da’wah, with the aim of returning to the true teachings of Islam as taught by Rasulullah SAW.

**3.3. Forms of Da’wah Prophetic Communication on Instagram**

Instagram has now become one of the most popular social media platforms in Indonesia. Its presence provides opportunities for preachers or preachers to disseminate da’wah through different forms of communication. Here are some forms of prophetic communication da’wah on Instagram:
First, post quotations from verses of the Koran or hadith. Quotations of verses from the Koran or hadith accompanied by explanations or interpretations can be a form of prophetic communication on Instagram. In his posts, @quranreview uploads verses of the Koran along with their translations, while the account @hadits_sunnah_rasul uploads hadith quotes in easy-to-understand language.

**Picture 1. Instagram Account Post @quranreview**

Second, make short video lectures. Short video lectures with a duration that is not too long can be an alternative for preachers or preachers to convey da’wah messages clearly and concisely. One Instagram account that uploads short video lectures is @ustadzabdulsomad_official.

**Picture 2. Instagram Account Post @ustadzabdulsomad_official**
Third, Make infographics about Islamic teachings. Infographics presented with attractive graphics can be a form of prophetic communication that attracts the attention of Instagram users. One account that uploads infographics about Islamic teachings is @dakwahkartun.id.

**Picture 3. Instagram Account Post @dakwahkartun.id**

Fourth, Create inspirational posts. Inspirational posts can be an effective way to spread da'wah messages on Instagram. Examples include the account @motivasiislam which uploads wise quotes from Islamic scholars and figures.

**Figure 4. Instagram Account Post @motivasiislam**

Fifth, Create comic or cartoon content. Comic or cartoon content with the theme of da'wah can also be an interesting and fun form of prophetic communication. The @komikhijrah.id account, for example, uploads comic and cartoon content with Islamic themes.
3.4. Effective Prophetic Communication Da’wah Strategies on Instagram

One of the references that can be used for an effective prophetic communication strategy on Instagram is an article entitled "Spreading Da’wah Through Instagram" published by Rumah Zakat in 2021. Here are some da’wah strategies that can be taken from the article.

First, Maintaining Islamic Values: In preaching on Instagram, make sure that the uploaded content does not violate Islamic values, such as maintaining adab in communicating and using polite language.

Second, Build a Network and Increase Followers: In increasing followers, use relevant hashtags and follow accounts that are in line with your missionary goals. Also, don't forget to respond and appreciate every comment and message you receive.

Third, Using Interesting Media: Interesting content, such as images or videos, can increase the attractiveness of visitors and help in conveying da’wah messages. Make sure the uploaded media does not contain elements of violence or things that can damage the morale of visitors.

Fourth, Creative and Different Content: Creating creative and different content will make visitors more interested and strengthen the message of da’wah. Therefore, it is necessary to develop new and creative ideas in creating content.

Fifth, Utilizing Instagram Features: Instagram has features that can be utilized to increase the appeal of content, such as Instagram Stories, Instagram Live, and IGTV. In using these features, make sure that the uploaded content remains relevant to your missionary message.

Sixth, Maintain Consistency: Consistency in posting content will help in building relationships with followers and increase trust. Therefore, make sure to post content regularly.
Seventh, Choosing the Right Topic: Choose the right topic and relevant to the needs of visitors. This will help in strengthening your da’wah message and build trust.

Eighth, Interact with Visitors: Interacting with visitors will help in building relationships and increasing trust. In addition, this can also help in obtaining useful feedback to develop your dakwah content.

3.5. The Impact of Prophetic Communication Da’wah on Instagram Against Community Religion Understanding

There is no specific research that discusses the impact of prophetic communication on Instagram on people’s understanding of religion. However, several studies and expert opinions can provide an overview of the impact of da’wah on social media on people’s understanding of religion. According to Abiyyu and Suyatno (2020), preaching on social media, including Instagram, has a significant impact on increasing people’s understanding of religion. In a study conducted by Abiyyu and Suyatno on 100 respondents in East Java, it was found that the majority of respondents found it easier to understand da’wah messages conveyed through social media. In addition, da’wah on social media is also considered to be able to help people understand religious teachings more easily and pleasantly (Abiyyu & Suyatno, 2020).

However, there are also some experts who criticize proselytizing on social media because of the lack of supervision and accuracy of the information conveyed. According to Aminudin (2020), preaching on social media can cause controversy and misunderstanding if it is not done correctly and carefully. Therefore, da’wah on social media must be carried out with full responsibility and caution so as not to cause confusion or errors in the understanding of people’s religion.

Overall, prophetic communication da’wah on Instagram can have a positive impact on increasing people’s understanding of religion if it is done correctly and responsibly. However, keep in mind that preaching on social media must also pay attention to Islamic principles and be carried out carefully and wisely (Aminudin, 2020).

3.6. The Role of Prophetic Communication Da’wah in Increasing Social Awareness on Instagram

According to Nurdin (2019), preaching on social media can build social awareness and care for others, so that it can trigger a growing sense of empathy and solidarity. This can encourage people to help each other and work together in overcoming social problems. In the context of prophetic communication da’wah, preachers or da’wah activists can utilize social media, especially Instagram, to convey da’wah messages that can motivate people to behave better and care about the environment and society. In this case, da’wah can shape the character and attitude of humanity in accordance with religious teachings.

Overall, the preaching of prophetic communication can play an important role in increasing social awareness on Instagram by motivating people to behave better and strengthening social awareness. This can be the first step towards creating a society that is more caring and responsible towards others and the environment (Nurdi, 2019).

3.7. Factors Influencing the Success of Prophetic Communication Da’wah on Instagram

According to Riyadi and Rosyadi’s research (2020) entitled “Creativity of Da’wah Content on Instagram”, there are several factors that influence the success of prophetic communication da’wah on Instagram, including:
First, Content Creativity: Creativity in presenting da’wah content on Instagram is a very important factor. Da’wah content that is creative, interesting, and informative can attract audience interest and make them more interested in following and paying attention to the da’wah content that is presented.

Second, Content Visualization: The use of visualization in da’wah content on Instagram such as images, videos, infographics, etc., can help attract the attention of the audience. Visualization can also help clarify and facilitate understanding of the preaching content delivered.

Third, Language used: The use of language that is easily understood by the audience is an important factor in the success of da’wah on Instagram. Clear and easy-to-understand language can help the audience understand the preaching content delivered.

Fourth, Content Relevance: Da’wah content that is relevant to the needs and interests of the audience can increase the audience’s interest in following and paying attention to the preaching content that is presented.

Fifth, Content Consistency: Consistency in presenting da’wah content on Instagram can help the audience to better understand and appreciate the content presented. Consistency can also build trust from the audience in the da’wah account.

Sixth, Interaction with Audiences: Good interaction with audiences can help increase audience participation and trust in da’wah accounts on Instagram. Quick and responsive responses to audience questions and input can also help strengthen the relationship between da’wah accounts and audiences (Riyadi & Rosyadi, 2020).

4. CONCLUSION

Based on the discussion in this journal, it can be concluded that the preaching of prophetic communication on social media Instagram has great potential in spreading religious values and increasing social awareness of society. The use of appropriate prophetic forms of da’wah communication, effective strategies, and considering the factors that influence its success, is the key in achieving this goal.

Through prophetic communication da’wah on Instagram, people can gain a better understanding of religion and develop their social awareness. However, keep in mind that preaching prophetic communication on Instagram also has potential risks, such as the spreading of false information or not in accordance with religious teachings. Therefore, prophetic communication preachers on Instagram need to consider the concept of prophetic communication propaganda, choose the right forms of preaching, and plan effective strategies to minimize risks and achieve goals properly.

In order to increase the success of prophetic communication on Instagram, support from various parties is also needed, such as the public, the media, and the government. This support can be in the form of supervising circulating content, education to increase understanding of religion, as well as providing adequate facilities and internet access. Thus, the preaching of prophetic communication on Instagram has great potential to increase religious understanding and social awareness, as long as it is carried out with the right and effective strategy and takes into account the factors that influence its success.
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