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## Integration of Islam and Social Media: Instagram Account @fiqihwanita\_ as Women's Preaching Medium in the Era of Globalization

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### Abstract

*Globalization has profoundly affected many facets of society, including the dissemination and comprehension of religion. The dynamics of how religious messaging is changing in the digital age, with a focus on how social media – particularly Instagram can effectively spread Islamic teachings. The purpose of this study is to examine how Islam fits into the social media landscape. Specifically, it looks at the Instagram account @fiqihwanita\_ as a forum for women's da'wah. This research addresses the impact of Islamic da'wah through social media on women's identity and involvement in the formation of religious narratives while also outlining the strategy and appeal of the account's content. This type of research uses the library research method. A research approach is carried out by collecting information and resources from various types of libraries and written sources. The main goal of library research is to collect relevant data, literature, and knowledge about a particular topic or problem being researched. The research results show that the Instagram account @fiqihwanita\_ stands as a dynamic and effective medium for women's da'wah in the era of globalization. Its dynamic content, women-centered approach, and global impact underscore the transformative potential of social media in shaping contemporary religious discourse. The research results are expected to provide insight into how religious messages can be articulated through social media and how Islam can remain authentic and relevant in this digital transformation.*

**Keywords:** *Globalization; Islamic da'wah; Instagram.*

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## Introduction

As time progressed, da'wah experienced significant developments, starting from the number of followers, methods, and media used by the da'wah activists. This cannot be separated from this modern era, preaching can be done using various efficient and easy media. One of them is the emergence of the internet, followed by the emergence of social media such as Facebook, Twitter, Line, Path, Instagram, and so on [1]. As in research [2] that social media, such as YouTube can be one of the media for da'wah in this era.

In era of globalization dominated by technological advances, the role of social media as a vehicle for disseminating religious messages, especially in the Islamic context, has become more crucial and interesting to explore. This is because the use of social media can affect individual religious attitudes. As in research [3] that social media usage activities have a positive contribution to students' religious attitudes in the high category, but need to be balanced with a wise attitude and selection of content in accordance with religious norms. Because on the other hand, the use of social media can also have a negative impact, such as toxic culture that has an impact on mental health [4].

Therefore, in this study, researchers are interested in studying social media Instagram. According to Muhammad David Hendra and Fenti Yuliardiana Instagram also provides various supporting features for its users, such as likes, comments and shares, and now Instagram also provides a new feature, namely IGTV, which can last up to 10 minutes in vertical and horizontal format. Currently, Instagram is not only an intermediary for sharing activities, but there are several individuals who use Instagram for bad things, therefore preachers must be able to make the best use of the media, spreading Islamic values creatively so they can invite people. to be able to implement Islamic teachings in everyday life [5]. With various existing features, it can help da'wah activists in developing da'wah messages. One of the platforms that has emerged as a center for Islamic preaching in cyberspace is the Instagram account @fiqihwanita\_.

Da'wah basically conveys Islamic teachings to the wider community. The essence of da'wah itself is an effort to foster a tendency and interest in calling someone to the teachings of the Islamic religion in what is being preached. Da'wah is an obligation for every Muslim and Muslim woman throughout the world. Da'wah is also an effort to influence other people so that they act and behave as desired by the Qur'an and Hadits [6]. Nowadays, social media users are increasing day by day, it could be said that it has become a necessity for people, currently Instagram can be said to be one of the social media which nowadays has become a media that is often used by various groups, especially

among today's youth. use cellphones every day. So of course preaching in the millennial era can use the social media Instagram to convey information or preaching messages to all users of this media. For this reason, preachers must have creative ways to ensure that what they display can attract attention and the posts they share are always awaited by the Instagram community [7].

Phenomena that occur in society today are that most of them are starting to migrate to social media. This term migration is a new term for the old generation of people who are already media literate. This can be a great opportunity for Da'i to spread the teachings of Islam and always invite Muslims, especially Muslims, to come together on the path that is blessed by Allah SWT. Social media, which is a virtual world of communication and information, has contributed to disseminating information widely, even quickly, and can be accessed throughout the country as long as there is internet in the area. The internet will later become the main support for the use of social media [8]. The emergence of technological advancements has led to intriguing phenomena in contemporary societal dynamics, notably the ascent of a global culture and the growing reliance of communities on media. In this millennial era, the approach to da'wah must adeptly harness these developments, particularly leveraging the potential of new media. Failure to do so could have repercussions on the values and ethics of the millennial generation, who are actively in search of their identity. Concerning da'wah, the media assumes a pivotal and strategic role in the endeavor to disseminate its message. The media possesses the capability to swiftly access information, transcending the constraints of both space and time [9].

There are several previous studies that have the same theme related to the use of media as a means of da'wah, but have different objectives in their analysis. Some previous research includes: First, by Yolanda Stellarosa, Dea Ajeng Utari, and Muhammad Yefa Zaki with the title "*Pemanfaatan Akun Instagram @hanan\_Attaki Sebagai Media Dakwah*". This research is the same as research that has been carried out, namely examining the phenomenology of da'wah through social networks, namely Instagram. However, there are differences in the analysis. Here, the author takes it from the Instagram account @hanan\_attaki. The results of the research explain that the use of social media Instagram as a medium for da'wah is a way to offset the negative content on Instagram by building a da'wah trend that is more contemporary, light and close to young people and that the contents of the da'wah can be easily understood and are interesting. It can be said that in this case the activity of preaching cannot be separated from the activity of persuading other people to want to follow Islamic teachings [10]. Second, by Agus Triyono and Nifsya Khaira Marhuda with title "*Studi Analisis Isi Pesan Dakwah Dalam Media Sosial Instagram*

@dakwah\_tauhid". This research is the same as research that has been carried out, namely examining the phenomenology of da'wah through social networks, namely Instagram. However, there are differences in the analysis. Here, the author takes it from the Instagram account @dakwah\_tauhid. This research only examines how many da'wah messages were in predetermined categories and posted in April 2017 [11].

Third by Maimun Yusuf with the title "The Existence of Instagram Media as an Effort to Realize Da'wah Values in Building Islamic Civilization in Aceh". This research is the same as the research that has been done, which examines the phenomenology of da'wah through social networks, namely Instagram. However, there are differences in the analysis. Because this study aims to determine the extent to which the distribution of sharia values through Instagram media in building Islamic sharia civilization in Aceh [12]. The results of this study indicate that there are efforts from some Instagram account users to broadcast Islam to all corners of the world. These efforts are included in the method of da'wah in the digital era [13]. Overall, the posts contained in the @majalahumdah Instagram account always contain da'wah values, and are polished as beautifully as possible both in writing, pictures and videos [14]. This is to increase the interest of followers in understanding and learning the whole post [15]. Fourth, by Muzayyanah Yuliasih with title "*Pemanfaatan Instagram Sebagai Media Dakwah Bagi Generasi Millennial*". This research is the same as research that has been carried out, namely examining the phenomenology of da'wah through social networks, namely Instagram. However, there are differences in the analysis. Here, the author takes it from the Instagram account @dakwahmillennial. The research results from the Instagram account @dakwahmillennial can maximize the use of yang features offered by Instagram, the content it produces also uses varied formats, namely videos and posters. Meanwhile, da'wah messages on Instagram can change perceptions about the lives of *mad'u* [16]. Therefore, this research is based on previous research and when compared to research conducted by researchers. Then there are differences studied by previous researchers from different subjects, from ethics, and from communication elements. While researchers focus more on how the Instagram account @fiqihwanita\_ can make the best use of social media so that it can become a medium for women in the era of globalization to worship through da'wah.

## Method

This research use library research method. A research approach carried out by collecting information and resources from various types of libraries and written sources. The main goal of library research is to collect relevant data, literature, and knowledge about a particular topic or problem being researched

[17]. Specific characteristics that are used as a basis for developing research knowledge include; This research is confronted directly with the data or text presented, not with field data or through eyewitnesses in the form of events, researchers only deal directly with sources that already exist in the library or ready-to-use data, as well as secondary data used [18]. The main aim of library research is to collect relevant and quality information about a particular research topic or issue. This helps researchers understand and analyze the issue in more depth. Library research materials can be primary sources (primary sources) or secondary (secondary sources) [19]. Library materials classified as primary sources encompass original works produced by individuals who directly observed, experienced, or conducted the subject matter. These bibliographic items may take the form of personal accounts such as diaries (autobiographies), theses, dissertations, research reports, and outcomes from interviews. Additionally, primary sources include firsthand reports on events, such as eyewitness narratives of a game or statistical data from a population census. On the other hand, secondary sources refer to writings that analyze, review, summarize, or critique research conducted by others, involving topics that the author did not directly witness or experience. Secondary materials within library collections are commonly found in encyclopedias, dictionaries, handbooks, abstracts, indexes, and textbooks [20]. This research analyzes and collects several examples on social media, especially on the Instagram account @fiqihwanita\_.

## Result and Discussion

The results of the analysis show that social media, especially Instagram, can be utilized as a medium for da'wah in the globalization era. as stated by Ulfa Fauzia Zahra, Ahmad Sarbini, and Asep Shodiqin that Instagram as a social media can be used as a medium for preaching. This is seen from its usefulness which is able to spread messages to many people or a large audience simultaneously and more efficiently, eliminating the distance between the communicator and the communicant. Seeing the number of users in Indonesia, Instagram can be an alternative media for delivering da'wah messages by da'i or da'wah actors [1]. Furthermore, in the research of Faridah, Zulkarnain, Muhammad Yusuf and Asriadi that what is still considered effective to be used as a media for da'wah is by utilizing Instagram social media [21]. This research is also strengthened by the results of Desi Anggraini's research which states that the use of Instagram social media in delivering da'wah messages is quite effective, which means that in using social media as a source of information to find da'wah material contained in the @islamdakwahcom account and provide da'wah messages such as morals, creed and sharia [22]. The results of Zida Zakiyatul Husna and Abdul Muhid's research also state that the use of Instagram

social media as a medium for da'wah is currently considered effective because of the wider reach of social media and can be accessed anywhere and anytime. This can be seen from the many da'wah accounts on Instagram social media such as for example, @ala\_nu, @kajianislam, @dakwahilmu, @quranreview, and many more. One of the da'wah accounts that has many followers is @ala\_nu.

The practice of da'wah through Instagram social media is that da'i or da'wah account admin uploads da'wah messages in the form of photos or videos on Instagram. so that communication occurs between mad'u and da'i by using the comment feature in the upload [23]. Ahmad Zaki Abdul Aziz in his research also explained that Instagram provides many benefits as a da'wah media if we are able to optimize the features in it, by 1) Understand how the Instagram algorithm works 2) Determine the niche (specific market) of our target audience 3) Create interesting content and provide real value to the audience 4) Increase the relationship or engagement with the audience 5) Take advantage of Instastory, Highlight, Instagram Live, Video and IGTV features 6) Collaborate with influencers or fellow content creators [24]. Therefore, social media such as Instagram can be used as a medium for da'wah. This is as in the research of Nabila Putri Rahmadani and Nayla Amalia which states that da'wah through social media such as Tik Tok, Instagram, and others can convey da'wah messages through attractive visual displays with the aim of being easily accepted by generations in this era and still based on Islamic principles or the Al-Quran and Hadith. [25]. Thus, it can be seen that the integration between Islam and social media through the use of Instagram as a medium for da'wah shows that da'wah can be carried out in a modern and relevant way. One of them is the Instagram account @fiqihwanita\_ which has succeeded in delivering various Islamic messages packaged in attractive visual and text formats and can reach a wider and more diverse audience, as well as creating a supportive and inspiring community. Therefore, social media, with all its potential, can be an effective tool to spread Islamic values and strengthen religious identity in the era of globalization.

### **Da'wah Social Media by Instagram Account @fiqihwanita\_**

Media plays a pivotal role in the activities of da'wah. The term "media" is derived from the Latin word "medius," signifying middle, intermediary, or introduction. In Arabic, media is described as an intermediary or messenger facilitating the transmission of messages from the sender to the recipient. It can be stated that media functions as a conduit or intermediary for delivering messages from the communicator to the communicator. In the context of da'wah, media, also referred to as "*wasilah*," serves as a tool employed to convey da'wah material tailored to the circumstances and needs of the *Mad'u* [26]. Social media

is an online platform that enables users to present themselves, engage, collaborate, share, and communicate with other individuals, forming virtual social connections [27]. This digital medium serves as a means for interpersonal interaction, transcending spatial and temporal constraints. Social media eliminates the limitations of physical proximity and time, allowing individuals to connect and communicate regardless of their location or the time of day. Utilizing social media provides numerous advantages, including its role as a marketing tool, a platform for commerce, a means of establishing connections, and a tool for expanding social networks [28]. Therefore, social media can be utilized as a medium for da'wah.

Da'wah media is a means used by preachers to convey the messages they are going to give. As time goes by, da'wah media has not only changed from pulpit to pulpit, but preachers have become increasingly creative in conveying the values of Islamic education through social media accounts that can be accessed easily via smartphone [29]. The development of social media is now increasingly rapid. Almost everyone has a social media account. This is because it can be accessed anytime and anywhere without having to spend a lot of money. Just use a mobile phone connected to the internet network [30]. With the existence of social media, it is an opportunity for all preachers in the world, including Indonesia, to easily disseminate their preaching to the general public, even the world. The rapid development of technology can become an implementation of da'wah media. For this reason, preachers are also required to be creative in using science and technology, as well as in conveying messages from positive and constructive da'wah so that they become attractive to their listeners [31].

The Instagram account @fiqihwanita\_ is one of the digital entities that has emerged on the social media map with a main focus on conveying Islamic teachings such as: Law, Inspiration and Solutions directed at women. @fiqihwanita\_ is also responsive to contemporary issues involving women in the Islamic context. Through posts and stories, this account provides views and clarifications regarding sensitive issues, providing its followers with the latest Islamic thought framework. This account continues to develop its content to remain relevant to the needs of the people and the changing dynamics of society in the current era of globalization.

Figure 1 Instagram Account @fiqihwanita\_



Source: Instagram@fiqihwanita\_

There are 3.9 million followers of the @fiqihwanita\_ account with 27.7 thousand posts. The choice of language and attractive visual aesthetics are the hallmarks of @fiqihwanita\_. The easy-to-understand language style and aesthetic visuals make Islamic teachings appear closer and accessible to a wider audience. Apart from providing an understanding of Islamic teachings, this account also empowers women to gain religious knowledge independently. Educational materials and practical guidance provide tools for women to strengthen their spirituality in everyday life.

### Islamic Da'wah in the Era of Globalization

Religion and globalization when viewed through the lens of da'wah is an activity that can be seen practically and theoretically, meaning that religion can be developed from a scientific perspective and globalization is a form of practice in the field [32]. The two are a unity that complement each other, so that the better the knowledge obtained from religion, the better the practice in the field (global transformation) that we will be able to receive, both directly and indirectly, in our lives. The experience of religious practice is a real reality that can be used to renew scientific insight into a religion [33]. In the process of da'wah, dynamics may occur between the preacher and the recipient of the da'wah. The dynamics that usually occur certainly originate from several things, one of which often occurs is the choice of means and methods in preaching. Up-to-date technological developments encourage people to preach by utilizing technology in the form of online media [34].

In the process of facing the era of globalization, information that is very important for the Islamic ummah and da'i in particular is preparing a conception of Islamic da'wah, including the attitude to formulating a concept of da'wah on a national scale [35]. Paying attention to the possibility of negative side effects from the era of globalization of information, attention is needed from ulama' and preachers to jointly outline a policy through integrated Islamic da'wah, including the use of conception, planning and media for da'wah, in order to protect, preserve and develop the Islamic religion [36]. In the context of Muslims in

Indonesia in the era of globalization, where society has become so critical, what is needed is da'wah that is oriented towards socio-cultural transformation and multimedia with a participatory approach. The point is how to realize the goal of Islamic da'wah, which is none other than developing the natural potential and function of the human caliphate in order to form a *nizhaamul hayaat* (social life system) that is approved by Allah [37].

In this era of globalization, preachers need to take advantage of advances in communication technology for the benefit of da'wah [38]. The great cleric in the world Yusuf al-Qardhawi called on Muslims, especially preachers, to take advantage of this opportunity [39]. Da'wah is no longer sufficient to be carried out only in surau, Islamic boarding schools, mosques and *taklim* assemblies but is carried out globally with take advantage of advances in existing communications technology. Al-Qardhawi, looking at the opportunity side, called the era of technological progress that gave birth to globalization a blessing from Allah and it should be used by Muslims to propagate, spread and teach Islam to all corners of the world in order to strengthen the Islamic system on earth, in accordance with the character of Islam itself. as the religion of *rahmatan li al-'alamin* [40]. For ordinary people, da'wah is often understood as the delivery of religious information (knowledge) which is usually done orally (lectures, dialogues, discussions, sermons) from someone who has more religious abilities and knowledge (*kiai, mubaligh, preacher*) to the wider community. Da'wah can be carried out using various media, whether verbal, written or deeds, and of course with various media and approaches [41].

### Islamic Da'wah Using Instagram

Even though da'wah has long been identified with lectures through oral media (*da'wah bil oral*), over time, in this era of globalization where information and communication trends are increasingly sophisticated, technological media such as the internet and social media will become effective substitutes [42]. Even though verbal da'wah still exists, technology through social media will play a significant role in spreading da'wah messages [43]. Instagram social media is the most popular media currently. This can be seen from application downloads on the Google Play Store which reached more than 1 trillion. Becoming Top Social Media number 2. So it is not surprising that Instagram is said to be an effective medium for preaching among people, especially students. This is because the characteristics of today's young generation, which is included in the millennial group, is a generation that is always updated and likes new things [44].

Instagram as a medium that is currently trending in its use to convey da'wah messages, it will invite many preachers to contribute to da'wah via

Instagram. Basically, all media is strived to be made perfectly. Each media has advantages and disadvantages when compared to other media [45]. Instagram, which focuses on photos and short video sharing, means that the method of da'wah communication in this media also focuses on how to present da'wah messages with a visual approach [46]. Although you can still use a writing approach with a caption limit of 2,200 characters. However, if we look at the motivation of Instagram users who want to look for a visual message, then this visual message is also a concern in using Instagram social media for da'wah purposes [47]. Today's preaching from millennials follows the times, adapting to increasingly sophisticated technological advances [48]. In accordance with the increasingly widespread use of social media among the public, this da'wah is getting more attention, especially among young people who have a tendency to view da'wah content on social media, one of which is Instagram [49].

## Conclusion

From this research it can be concluded that the use of social media, especially Instagram, has become an effective means of carrying out Islamic da'wah in the era of globalization. With advances in technology and the popularity of social media, preachers can easily spread religious messages and Islamic education to the wider community, including the younger generation who actively use Instagram. The importance of adapting to technological developments and social media trends is reflected in the success of the Instagram account @fiqihwanita\_. This account focuses on conveying Islamic teachings, especially regarding law, inspiration and solutions for women. With a large number of followers, this account creates content that is relevant to society's needs and changing social dynamics. Apart from that, the discussion also highlighted the importance of Islamic da'wah in facing the era of globalization.

## Author Contributions

**Siti Norhidayah:** Conceptualization, Methodology, Writing - review & editing, Supervision, Project administration. **Surawan:** Methodology, Writing - review & editing, Investigation. **Siti Rahmawati:** Conceptualization, Methodology, Writing - review & editing, Investigation.

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