

The Development Strategy of Islamic Da'wah Communication Through Instagram Social Media in Batu Mekar Village, Lingsar District

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ABSTRACT

Abstrak: Teknologi dan media sosial telah membawa pengaruh besar dalam pengembangan dakwah Islam. Penelitian ini menguraikan tentang Strategi Pengembangan Komunikasi Dakwah Islam Melalui Media Sosial Instagram di Desa Batu Mekar Kecamatan Lingsar dengan metode penelitian kualitatif. Salah satu platform media sosial yang paling populer adalah Instagram. Hasil penelitian ini menemukan adanya beberapa tantangan yang harus diatasi dalam memanfaatkan media sosial Instagram untuk pengembangan dakwah di Desa Batu Mekar, Kecamatan Lingsar. Dalam jurnal ini, dibahas tentang masalah akses internet dan keterbatasan teknologi, evaluasi konten dakwah, dan analisis pengaruh dan dampak penggunaan media sosial Instagram. Dengan strategi yang tepat, Instagram dapat menjadi alat yang efektif untuk mengembangkan dakwah Islam di Desa Batu Mekar, Kecamatan Lingsar dan seluruh dunia.

Abstract: Technology and social media have brought great influence in the development of Islamic da'wah. This research describes the Development Strategy of Islamic Da'wah Communication Through Instagram Social Media in Batu Mekar Village, Lingsar District, using a qualitative research method. One of the most popular social media platforms is Instagram. The results of this study found several challenges that must be overcome in utilizing Instagram social media for the development of da'wah in Batu Mekar Village, Lingsar District. This journal discusses the problem of internet access and technological limitations, evaluation of da'wah content, and an analysis of the influence and impact of using Instagram social media. With the right strategy, Instagram can be an effective tool to develop Islamic da'wah in Batu Mekar Village, Lingsar District, and throughout the world."

I. Introduction

Da'wah is an act that aims to call, invite, or convey the values of religious teachings that are pleasing to Allah to the public. Its main goal is to bring people closer to Allah and away from negative behaviors that Allah detests. The application of the values of Islamic religious teachings is an obligation for every Muslim, and the da'wah movement of amar ma'ruf nahi munkar (enjoining good and forbidding evil) is part of this duty (Sulaiman et al., n.d.).

Instagram's accessibility does not require a very fast internet connection, making it suitable for areas with limited internet access such as Batu Mekar Village in Lingsar District. Despite limited internet access, users can still use Instagram to share da'wah messages. Instagram's visual format allows users to share photos and short videos. Additionally, users can add long text captions under their posts, allowing da'wah developers to express themselves more fully and convey messages better. Instagram uses hashtags (#) which make it easier for other users to search for specific

content. By using relevant hashtags, da'wah posts can be more easily found by people searching for similar topics.

Features like Stories and Reels allow users to share information, illustrations, and experiences in a short video format. Da'wah developers can utilize these features to convey messages in a more engaging and interactive way. Thus, Instagram is an effective tool for Islamic da'wah developers to reach more people, especially in areas with limited internet access. It is hoped that da'wah through social media will continue to provide benefits and bring goodness to the Muslim community (Deslima, 2018).

The Stories feature allows users to share information, illustrations, and experiences in a short video format. With their short duration, Stories capture the attention of people who do not have time to read longer messages. Da'wah developers can use Stories to convey messages in a more visual and appealing manner. Reels is a feature that allows users to create short videos with music or creative effects. Da'wah developers can leverage Reels to present da'wah messages in an entertaining and engaging way. These short videos can also be easily shared by other users, allowing the da'wah message to spread more widely.

Participation in communities on Instagram allows users to join broader groups or communities. Da'wah developers can take advantage of this by following Islam-related accounts, participating in discussions, and interacting with audiences who have similar interests. In this way, da'wah messages can reach more people (Fadhlur Rahman et al., n.d.).

Instagram provides performance analytics data on posts. Da'wah developers can see how many people have viewed, liked, or interacted with their posts. With this information, they can evaluate their da'wah strategies and improve their content to be more effective. It is hoped that the use of Instagram as a da'wah platform will continue to provide benefits and bring goodness to the community, especially in areas like Batu Mekar Village in Lingsar District.

II. Method

This study uses a descriptive qualitative research method. This method allows the researcher to collect in-depth and meaningful information from participants. The research process begins by collecting as much data as possible, then organizing the information obtained into specific categories or themes. In the context of your research on the Development Strategy of Islamic da'wah communication through social media Instagram in Batu Mekar Village, Lingsar District, West Lombok Regency, this qualitative approach will help you describe events better. The subjects of this research are the local community in Batu Mekar village, Lingsar district, West Lombok. The object of this research is the community that uses Instagram social media in Batu Mekar village, Lingsar district.

Primary data was collected by conducting direct interviews with practitioners to gain a direct understanding of the effectiveness of conveying da'wah through Instagram social media in Batu Mekar Village, Lingsar District. Secondary data was collected by conducting a literature review regarding the development strategy of Islamic da'wah communication through Instagram social media in Batu Mekar village, from articles, journals, magazines, websites, books, or store performance reports, or by seeking customer satisfaction survey results related to the services of Rama Komputer store. This research was conducted in Batu Mekar Village, Lingsar District.

III. Result and Discussion

A. Limitations of Technology and Internet Access

Although Instagram offers much potential as a medium for da'wah, one of the main challenges faced is the limitation of technology and internet access in Batu Mekar Village. Although Indonesia has made significant progress in internet penetration, there is still an access disparity in rural areas like Batu Mekar. Not all villagers have stable internet access or adequate devices to access social media platforms like Instagram. This limitation directly affects the reach and effectiveness of

da'wah through Instagram. For those without access, the da'wah content becomes unreachable, leaving a portion of the community disconnected from the religious messages conveyed through this platform. This can also widen the digital divide between urban and rural areas, where rural communities have more limited access to online information and resources (Suhada et al., n.d.).

In addition to technical challenges related to internet access, content consistency and the continuity of da'wah message delivery also become obstacles in utilizing Instagram as a medium for da'wah in Batu Mekar Village. Da'wah account managers need to regularly produce quality and relevant content to maintain their followers' interest. However, this often becomes a challenge due to limitations in human resources, time, and expertise in managing social media (Aprina, t.t.). Furthermore, in a religious context, consistency in conveying da'wah messages is also very important. The religious messages delivered must be consistent with true Islamic teachings and not contradict Islamic values. This consistency is key to building trust and credibility among the followers of the da'wah account. This could be due to several factors, such as a lack of understanding of the importance of interaction in da'wah, followers' inactivity on Instagram, or the lack of appeal of the uploaded content. This challenge indicates the need for a more proactive strategy in building a community and increasing follower engagement on the social media platform (Saputri, t.t.)

B. Challenges and Obstacles

The challenges and obstacles faced in using Instagram as a medium for da'wah in Batu Mekar Village include limited technology and internet access, a lack of understanding of the importance of interaction in da'wah, difficulties in maintaining content consistency, challenges in maintaining the credibility of da'wah messages, and the negative influence of content that is not in accordance with religious teachings. Limited technology and internet access remain a major obstacle in many rural areas, including Batu Mekar Village. This prevents a large portion of the village community from accessing da'wah content delivered via Instagram. Although internet infrastructure continues to develop, efforts are still needed to improve the accessibility and quality of internet services in the area (Deslima, 2018).

A lack of understanding of the importance of interaction in da'wah leads to low follower participation in interacting with the uploaded da'wah content. Low interaction can reduce the effectiveness of da'wah through Instagram due to a lack of feedback and engagement from the audience. Maintaining content consistency is also a challenge as it requires sufficient dedication and time to plan, create, and upload content regularly. A lack of human resources and skills in social media management can hinder efforts to maintain quality content consistency. Maintaining the credibility of da'wah messages is also a challenge, especially when the content delivered is inconsistent with religious teachings or lacks a strong scholarly basis. This can damage the image and trust of the community in the da'wah account concerned. The negative influence of content that is not in accordance with religious teachings also becomes an obstacle in spreading true and beneficial da'wah messages. Such negative content can confuse the public and reduce the effectiveness of the da'wah conveyed through Instagram. Therefore, there is a need for efforts to educate the public on how to sort and filter content that is in accordance with true religious values (Ummah, 2023)

C. Solutions and Developments Strategies

To overcome the challenges and obstacles in using Instagram as a medium for da'wah in Batu Mekar Village, a holistic and integrated approach is needed. Some solutions and development strategies that can be applied include:

- Improving technology and internet infrastructure in Batu Mekar Village is an important first step. Collaboration with the government and internet service providers can help expand internet access and improve service quality in the area.
- Education and training on the use of technology and social media need to be extended to the village community at large. Training programs on digital literacy and social media management can help increase the community's understanding and skills in utilizing Instagram as a means of da'wah.

- Collaboration between religious figures, village youth, and local communities in managing da'wah accounts can enrich the uploaded content and increase community engagement. Active involvement from various parties will expand the reach and impact of da'wah through Instagram.
- Planning and implementing a structured and scheduled content strategy can help maintain consistency in delivering da'wah messages. Da'wah account managers need to develop a content plan that includes various topics, formats, and styles that are attractive to their followers.
- Building an active and engaged community through two-way interaction, such as comments, direct messages, and group discussions, can increase follower engagement on the Instagram platform. Da'wah account managers need to actively interact with their followers and respond to questions or feedback quickly and appropriately.
- Utilizing new features provided by Instagram, such as IGTV, stories, and live streaming features, can make da'wah content more varied and interesting. The use of these features can also increase the appeal of da'wah content and expand the audience reach.
- Improving content quality by involving a creative team with expertise in graphic design, photography, and video editing can help create more attractive and professional content. Collaboration with social media professionals or digital marketing agencies can also help in managing the da'wah account more effectively.
- Maintaining the credibility of da'wah messages by ensuring that the content delivered is in accordance with religious teachings and has a strong scholarly basis. Consultation with local ulama or religious figures as well as in-depth research on the topics presented can help ensure the truth and accuracy of the da'wah message.
- Involving followers in the content creation process, such as by asking questions or conducting polls to determine the next content topic, can increase their sense of ownership and involvement. By feeling part of the content creation process, followers will be more motivated to participate and share the content with others.
- Continuously monitoring and evaluating the performance of the da'wah account on Instagram, including statistical analysis of interactions and feedback from followers, to continuously improve and optimize the da'wah strategy. By conducting regular evaluations, da'wah account managers can identify areas that need improvement and adapt their strategies according to the needs and preferences of their followers.

IV. Conclusion and Suggestion

The using of Instagram as a medium for da'wah in Batu Mekar Village has a significant impact on the community, both in terms of religious understanding and social interaction. First, da'wah through Instagram allows for easier and faster access to religious content. By only needing a smartphone and an internet connection, the community can access da'wah content anytime and anywhere according to their needs. This provides great flexibility for those who have busy schedules or live in areas far from religious information centers (Burhanudin dkk., 2019)..

Da'wah through Instagram allows for a wider and more equitable dissemination of religious messages. Through features like share and repost, da'wah content can be easily accessed and disseminated by followers to people in their circles. This allows religious messages to reach more people, including those who may not have direct access to other sources of religious information. The comment feature allows followers to ask questions, give opinions, or share their experiences related to the uploaded da'wah content. This creates an inclusive and supportive environment where people can learn from each other and deepen their understanding of religious teachings. Through inspiring content that provides practical guidance, followers can feel more motivated to perform worship, improve their morals, and enhance their relationship with Allah SWT. Da'wah through Instagram can strengthen Islamic brotherhood (ukhuwah Islamiyah) among the community. By sharing experiences, ideas, and thoughts about religion, followers can feel more connected to each other and feel a sense of solidarity as a Muslim community. This can help strengthen social networks and support among fellow Muslims in Batu Mekar Village. Through educational and

informative content, the community can gain a deeper understanding of Islamic teachings and find that Islam is a peaceful, tolerant, and beneficial religion for their lives. It promotes the values of goodness and justice in society. By conveying messages that inspire and encourage positive change, followers can be guided to take actions that benefit others and their surroundings. By accessing content that teaches Islamic moral and ethical values, followers can be inspired to develop better character in their daily lives. It helps to strengthen the religious identity of the community. By accessing content that reinforces Islamic beliefs and values, followers can feel more confident in their identity and beliefs as Muslims (Janah, 2022).

It influences the behavior and mindset of the community in various aspects of life. Through content that provides guidance and religious advice, followers can be encouraged to change behaviors that are not in accordance with Islamic teachings and practice religious values in their daily lives. By inviting followers to participate in charitable activities, fundraising, or helping those in need, it addresses social issues occurring in the community. Through content that raises issues such as poverty, education, or health, followers can become more sensitive to these problems and be encouraged to contribute to their solutions. It strengthens intergenerational bonds in the community. By presenting content that is relevant and interesting to various age groups, followers from different generations can feel connected to the da'wah messages conveyed and share religious experiences and understanding with each other. It can also be a means to address the gender gap in religious understanding. By presenting content that embraces diversity and gender equality, female followers can feel more motivated to get involved in religious activities and feel recognized in the Islamic community.

It helps address social and moral issues faced by teenagers and youth. Through relevant and inspiring content, youth can be encouraged to make the right decisions and practice religious values in their daily lives. It can also help strengthen the relationship between families and the community. By presenting content that supports family values and helps resolve conflicts and problems that occur in interpersonal relationships, followers can feel more connected and supported in their lives. It also serves as a means to build community independence and self-confidence. By providing content that offers practical guidance and motivation to achieve life goals, followers can feel more motivated to develop their potential and personal abilities (Muyassaroh dkk., 2024)..

Da'wah through Instagram can also help address mental and emotional issues experienced by the community. By presenting content that inspires and provides moral support, followers can feel more motivated to overcome the challenges and difficulties they face in their daily lives. Instagram can also help strengthen the values of pluralism and tolerance in society. By presenting content that respects cultural and religious diversity, followers can feel more open and appreciative of the differences that exist among them. It can also help strengthen the community's commitment to the moral and ethical values upheld in religion. By presenting content that reminds of the importance of integrity and honesty in life, followers can feel more motivated to live a life that is in accordance with the religious teachings they follow (Saptandari dkk., 2022)

In the millennial era, filled with advancements in information technology, Islamic da'wah faces complex challenges. John Naisbitt, a futurologist, once stated that we are moving towards the ability to communicate anything to anyone, anywhere, and in any form be it voice, data, writing, or images at the speed of light. In this context, da'wah must adapt to modern culture and utilize current information from around the world.

In the view of millennials, Instagram is a very effective platform for da'wah because it opens up opportunities for da'wah through good visual and audio content. Moreover, Instagram is very flexible and easily accessible as it can be downloaded for free on smartphones. Millennials prefer da'wah that is delivered in a fun and creative way. Therefore, da'wah on Instagram becomes a perfect way to reach them (Zulaecha dkk., 2023).

The Role of Instagram in Da'wah: Instagram provides various means to conduct da'wah on its platform, including the stories and IGTV features. The Instagram Stories feature allows us to display short, engaging videos and images, while the IGTV feature allows us to broadcast longer

live videos. These features enable da'wah to be more relevant to the daily lives of social media users and encourage them to share the message with their friends and relatives (Cahyani, 2018)..

The Power of Da'wah on Instagram: Da'wah on Instagram is unique because it can reach people from various backgrounds. Da'wah can reach and influence people of different ages, genders, and educational backgrounds. Da'wah using visual methods on this platform can also evoke strong feelings and change a person's perception of their religion and beliefs. In this regard, Instagram is not just a social media platform, but also a powerful tool for spreading religious messages and humanitarian values. By maximizing technology for beneficial purposes, da'wah can remain relevant and effective amidst the challenges of the times. The millennial generation must be wise in using social media and technology to spread positive Islamic messages and strengthen their faith. It is hoped that da'wah in the digital era can bring benefits to humanity at large (Zahra et al., 2016).

The baton for the golden era of Islam requires a strategy that ensures the next generation understands Islamic teachings. One effective way is through da'wah. In the millennial era, da'wah can be carried out through various media, including books, the internet, YouTube, WhatsApp, Facebook, and other social media. However, challenges arise with the rapid development of technology. How can da'wah adapt to modern devices and engaging digital content?

Several studies show that the millennial generation actively uses instant communication technologies such as Facebook, YouTube, TikTok, Instagram, WhatsApp, and Twitter. They also often play online games and spend time in cyberspace. Therefore, da'wah must utilize modern media that is familiar to this generation. Two approaches can be taken. First, the use of da'wah media must be relevant to the millennial generation. Da'wah content can be in the form of vlogs, podcasts, infographics, and memes uploaded to YouTube and Instagram. Second, the da'wah message must be packaged attractively to be more effective. With this approach, the challenges of da'wah to the millennial generation can be overcome, and da'wah can achieve success in the digital era. May da'wah remain beneficial and relevant to humanity at large (Husna, 2021)

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