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Mahasantri Markaz Tahfidz Al-Birr's Perception of Rukun Indonesia Youtube Channel Episode: Hidayah The Muallaf (Content Study of Women Hate Islam Converts in 7 Days)

*Persepsi Mahasantri Markaz Tahfidz Al-Birr Terhadap Channel
Youtube Rukun Indonesia Episode: Hidayah Sang Muallaf
(Studi Konten Wanita Membenci Islam Muallaf Dalam 7 Hari)*

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Abstract

Kata Kunci: Dakwah; Mahasantri; Persepsi; Podcast; Youtube	Penelitian ini bertujuan untuk mengetahui bagaimana persepsi mahasantri Markaz tahfidz Al-Birr dan minat mereka terhadap <i>podcast</i> dakwah. Dalam penelitian ini ditemukan bahwa mahasantri Markaz Tahfidz Al-Birr memiliki ketertarikan terhadap <i>podcast</i> dakwah yang minim pada Youtube. Hal ini disebabkan adanya keterbatasan mahasantri dalam penggunaan <i>handphone</i> menyebabkan mereka cenderung lebih tertarik menggunakan media sosial sebagai sarana hiburan. Dalam Episode: Hidayah Sang Muallaf mendapat persepsi yang positif daripada responden hal ini dipengaruhi oleh narasumber yang memiliki kisah perjalanan hidup yang luar biasa.
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Abstract

Keywords: <i>Da'wah;</i> <i>Mahasantri;</i> <i>Perception;</i> <i>Podcasts; YouTube</i>	This research aims to find out the perceptions of Markaz Tahfidz Al-Birr students and their interest in preaching podcasts. In this research, it was found that Markaz Tahfidz Al-Birr students had minimal interest in preaching podcasts on YouTube. This is due to students' limitations in using cell phones, causing them to tend to be more interested in using social media as a means of entertainment. In the Episode: Hidayah Converts to Islam received a positive perception from respondents, this was influenced by the resource person who had an extraordinary life journey story.
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INTRODUCTION

The role of the media and communication is also very influential on the da'wah of Muslims. This can be seen from the development of technology in today's digital era, where all things can be accessed quickly and affordably by users, (Wibowo, 2019: 341). Being one of the social media whose delivery is so effective, phenomenal, and very global in disseminating information as well as its existence is inseparable from human life, (Cahyono, 2015).

Islam as a religion that strongly encourages its ummah to convey good things, so da'wah must be packaged in the right and appropriate way and method, (Dhela, 2020: 29). As Allah says in QR. Ali-Imran:104

**And let there be a nation
,of you who call for good
enjoin good and forbid
what's wrong, and the
first 04 are the successful
ones**

Translation:

"And let there be a group among you who call for virtue, instruct (do) the makruf, and prevent from the wicked.

Being a da'wah activist (da'i) should contribute creatively and

innovatively with all technological developments that require any party to meet human needs and activities, which are also experiencing progress, especially in packaging da'wah. As well as social media that presents information or messages in visual, audio, audio and visual forms. *Podcasts* One of the digital platforms that is now widely known and highlighted by the public because of the presentation of information and messages that are so efficient and interesting that it provides a new nuance in packaging da'wah materials in the form of dialogues, monologues, *feature*, *review*, and drama or play, (Dhela, 2020: 30-31).

Youtube is one of the sites on social media that is in great demand and is also popular among internet users. According to *We Are Social* and *Hootsuite*, there are 2.51 billion users of this platform worldwide and Indonesia occupies the fourth position with the number of youtube users reaching 139 million users at the beginning of January 2023.

Rukun Indonesia is one of the youtube *channels* that presents its content in the form of a *podcast* that contains talks about Islam with great speakers who are able to provide Islamic inspiration to their listeners. Recently, Rukun Indonesia has captured a lot of attention from youtube platform users with one of its content whose number of viewers has exceeded 2.7 million viewers at the same time as the content with the most viewers on *its channel*, the content by inviting IPB students who used to adhere to the Catholic

religion and had hated Islam, but then decided to become a convert within 7 days. No wonder the video clips of the content are circulating on various other platforms. This can help

The reason the author chose this title is because of interest and also curiosity about how the students respond (perception) to the Rukun Indonesia *youtube channel*, the content is attractively packaged with very light topics and easy for listeners (*audiences*) to understand. Based on this, the author is interested in conducting research with the title: "Perception of Mahasantri Tahfidz Al-birr Putri Towards *Rukun Indonesia* Youtube Channel".

RESEARCH MOTODE

In this study, the author uses a type of qualitative research where the author conducts direct research in the field (*field research*). Qualitative data collection focuses researchers on meaning, concepts, characteristics, symptoms, describing a phenomenon that is directed and multimedia, natural, and comprehensive, attaches importance to quality, using various methods clearly.

Research data is all information and information of a person who is used as a respondent as well as from documents, either in the form of statistics or in other forms for research purposes. The data taken from the object of this research include: primary data and secondary data. Primary data (primary data) is data designed by

researchers for a specific purpose, namely solving the problem being addressed. The data is collected by the researcher directly from the first source or the place where the object of the study was conducted. Secondary data is data that has been collected for a specific purpose, namely solving the problem at hand. This data can be found quickly. In this study, the data sources are literature, articles, journals, and sites on the internet related to the research conducted.

The data collection techniques used are observation, interviews, and documentation.

RESULTS AND DISCUSSION

Perception and Da'wah

Etymologically, perception comes from the United Kingdom, namely, *perception* which is interpreted as perception, sight, response. According to KBBI itself, defining perception is a response or reception of a message directly from something, or means a reaction of a person who knows some things that are captured by his five senses. Perception is also part of things that affect a person's behavior or are able to provide an image and meaning according to the perception they have. With this, the concept of perception that the five senses play a very important role in the meaning that a person has in capturing the objects around him, (Akbar, 2015): 109). Allah SWT explained the perception in Q.S Luqman:20.

Isn't it true that
Allaah has made fun
of you what is in the
heavens and what is
?in the earth

Translation:

"Do you not notice that Allah has subdued for your sake what is in the heavens and what is on the earth, and perfected for you His favor of birth and mind. And among men there are those who dispute (the oneness) of Allah without knowledge or guidance and without the Book of Illumination."

From the verse above, it is explained that Allah SWT with His power is able to subjugate everything on this earth for the benefit of humans. No event or event will happen without His will, without His guidance no creature is able to understand His servant but only Allah knows. Human beings are creatures created with limited knowledge that can only be produced from the five senses (birth) and what the intellect (mind) thinks. Being grateful for the blessings that Allah gives is part of increasing one's faith in Allah, (Saputri, 2009: 294).

Linguistically, the word da'wah comes from the Arabic "*da'a -yad'u da'watan*" which means a call, call, supplication, and missionary activist as well as propaganda. In a literal sense, da'wah is a call to invite a person to the

path of Allah that has been included in His words and the Prophet as a treatise for his people in preaching through his hadiths, (Dyatmika, 2021: 16-17). Da'wah in the sense of amar ma'ruf nahi munkar is an absolute requirement for one's salvation and perfection. Thus, it is the nature and obligation of a person as affirmed by the treatise, kitabullah and sunnah of the Prophet PBUH, (Nasir, 2017: 121).

Da'wah in general, is an invitation or call from good things to better things. Da'wah contains the desire to always move forward and not be conservative, so that the da'wah procedure to continue to go towards good things and even better to give birth to the urgency of da'wah, (Ilahi, 2013: 7).

Biografi Markaz Tahfidz Al-Birr

Markaz Tahfidz Al-birr was established in 2005 as an institution that gave birth to hafidz with an education period of 2 years equipped with the knowledge of the Qur'an and tafsir. In this institution, tahfidz participants will be guided by a daily system and classroom learning by 1 ustadzah for every 15 students. Markaz Tahfidz Al-Birr educational institution is an institution under the auspices of Ma'had Al-Birr, University of Muhammadiyah Makassar.

In a "Journal of Educational Inspiration" Muhammad Yaumi et al. stated the history and program of Ma'had Al-Birr Education at the University of Muhammadiyah

Makassar, as follows: (Yaumi, et al., 2018: 220, 228).

Ma'had Al-Birr University of Muhammadiyah Makassar is one of the Islamic educational institutions engaged in the teaching of Arabic and other sciences related to Islam. The word *Al-Birr* comes from the Arabic language which means goodness. Some scholars interpret the word *Al-Birr* with a term or the name of everything in the form of goodness. Meanwhile, Ma'had is defined as a place or institution of Islamic Education.

The memorization deposit system for Markaz Tahfidz Al-Birr students uses *the Sabaq, Sabaqi and Manzil* (Pakistani Method) methods. *Sabaq* means depositing a new memorization that has just been memorized. *Sabaqi* means to re-deposit the memorization that has been deposited on the *sabaq* deposit while *Manzil* means to deposit or repeat the memorization if it has been one juz. This deposit was taken over by the coaches. By applying a method like this, it helps the memorization of students to be maintained, fluent, good and correct.

Markaz Tahfidz Al-Birr's Interest in Da'wah Podcasts on Youtube

In preaching, a da'i must take advantage of all opportunities from technological advances that require all circles to go hand in hand. The same is true for the latest service in audio and video production on Youtube, namely, *podcasts* that expect very rapid progress in da'wah. With this, innovative da'wah

in the form of podcasts on Youtube can attract mad'u interest.

Based on the results of the interviews submitted by the students, it was concluded that their intensity and interest in the da'wah podcast on Youtube was very minimal or they were less interested. The reason is because they are easily bored with long-running videos, and they are much more interested in using Youtube media as a means of entertainment rather than a means of adding religious knowledge. As for watching videos about da'wah, they usually look through several video clips that they find interesting on applications that they often use, one of which is TikTok. After that, they switched to Youtube to watch the *full show*.

The limitation of mobile phone use is the main aspect regarding their lack of willingness and interest in watching da'wah content. Feeling facilitated by the existence of religious learning infrastructure from the institution every week, the informants only rely on the opportunity of da'wah videos through their social media homepages.

Mahasantri Markaz Tahfidz Al-Birr's Perception of the Pillars of Indonesia Episode: Hidayah Sang Mualaf (Woman Who Hates Islam Converts in 7 Days)

Channel Youtube "Rukun Indonesia"

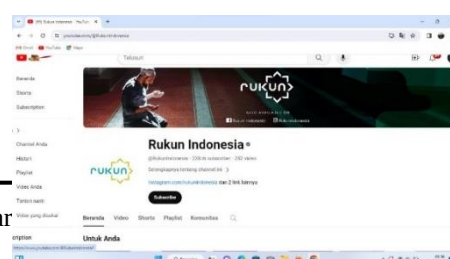


Figure 3.1 Youtube Profile of Rukun Indonesia

Rukun Indonesia is the name of a Youtube channel that specializes in Islamic da'wah in spreading goodness and benefits to others in accordance with their principle of building "Let's spread goodness for #MelangkahLebihBaik together,". The channel began to join YouTube on July 18, 2019 until now it has 236 thousand subscribers with a total of 280 videos of content and also has a total audience on its channel, namely 21,892,911 viewers. In addition to using the name Rukun Indonesia on Youtube, it is also found on several other social media platforms such as Instagram, Facebook and on the X application.

On the Rukun Indonesia Youtube channel, there are several segments, namely, Hidayah Sang Mualaf, My Hijrah Story, Rukun TalkShow, Sakinah Bersama Mu, Ask Them, Muslimpreneur, My Hijrah Story, Hijrah Inspiration, Rukun Ramadhan, Rukun Inspirasi.

Profile of the Resource Person in Episode: Hidayah The Convert

The resource person in this episode of Hidayah The Convert is a woman born in 1997 in Simalungun, North Sumatra. Arnita Rodelina Turnip was born into a Christian family. His father is named Deliansen Saragih and

his mother is named Lisnawati. Initially, Arnita's mother was a Muslim, but after getting married she decided to become a Christian following her husband. Arnita is the eldest of her four sisters.

Arnita's childhood was spent in her hometown with her family. Arnita is known as a very accomplished child since she was in elementary school to high school. Her name has never been absent to get the 1st title during her schooling, it is not uncommon for Arnita to often represent her school's Olympics to be able to represent her province.

Arnita completed her S1 education at IPB with a full scholarship from her region. Graduating with a low achievement index (GPA) was caused by a scholarship that suddenly stopped because he decided to embrace Islam. Graduating with a small IP did not stop Arnita from dreaming, she instead continued her S2 in International Management at Istanbul University. At that time the scholarship quota was only 30 out of 2800 who applied and he was the only student from IPB who was accepted into the university.

Episode Description: Hidayah The Convert

The episode Hidayah Sang Mualaf is part of the content contained in the Rukun Indonesia Youtube channel, in the form of a *podcast*. The Hidayah of the Convert is content where a convert tells the journey of picking up hidayah and finally the person is

determined to embrace Islam. Sigit Akbar as the host of the *podcast* is also a journalist, has stolen a lot of attention from the people of Indonesia. Many attracted public attention to create content about these conversion stories, very supported and appreciated for their development because they were able to provide learning and benefits for Muslims to be enthusiastic again in spreading Islamic teachings, this can be seen through the comment column on the available platforms. An inspiring story from a great resource person who faced his tests and sacrifices in embracing Islam, as well as in running his new life after becoming a convert.

Arnita is one of the converts invited by Rukun Indonesia to be a guest speaker on the *podcast* Episode: Hidayah Sang Mualaf, because of her very inspiring story and especially with the tests she faces on the journey to embrace Islam. Arnita's story is told in a podcast entitled "Beautiful Girls Who Hate Islam Converts in 7 Days". Making this episode, it stole a lot of attention from the public, especially social media users. Many video clips from this *podcast* were uploaded from several applications other than Youtube such as TikTok, Instagram, Facebook. So, this episode is visited by many social media users. With that, it became the only episode with the highest number of viewers on the Rukun Indonesia channel. This was conveyed by Sigit Akbar. The number of viewers of the episode to date has exceeded 2.8 million views in approximately 1 year.



Figure 3.2 Women Who Hate Islam Convert in 7 Days

Arnita's story began when she was a student at the Bandung Agricultural Institute (IPB). Having a track record of academic experience and good achievements in high school to be able to win the Science Olympiad at the provincial level makes Arnita entitled to a scholarship to study at the campus she occupies.

Being a student at IPB makes Arnita have to follow the rules from her campus to live in a dormitory for the first 1 year of the study period. Arnita, a woman who was classified as very obedient to her religion at that time, was united in the same room with a Muslim woman who was no less obedient. The Catholic knowledge she had when she was in high school made Arnita feel hatred for Islam. This is where disputes begin. Arnita's friend as a devout Muslim woman often performs tahajud prayers, reads the Qur'an while waiting for dawn, makes the dawn disturbed Arnita and reprimands her friend to read the Qur'an in her heart. However, his friend refused because the Qur'an had to be recited so that it was known to be wrong or correct in its pronunciation. The next day, because she didn't accept

her roommate's treatment, Arnita had the idea to do the same to her roommate by reading the Bible in a loud voice. Her friend also reprimanded Arnita to read it silently because the Bible uses Indonesian unlike the Qur'an using Arabic. Eventually, there was a commotion between the two, although Arnita confirmed her friend's heartfelt words about reading the Bible. Finally, there was a commotion that made the two separated not in one room. Arnita, who felt embarrassed and uncomfortable with the incident, apologized.

Arnita's interest in Islam began with the viral lecture of Dr. Zakir Naik on Youtube, in the video there was an interfaith statement that was answered based on the Qur'an. Especially with the statement of Dr. Zakir Naik who said that "Islam is much more Christian than Christianity itself". This statement made Arnita feel unacceptable and also felt that there were things that were obstructing her religion, thus making questions arise in Arnita's mind to get to know Islam more deeply. So, during the Christian religion course, Arnita also asked about their religious teachings regarding the old chapter in the Bible that it is forbidden to eat haram foods such as eating pork and intoxicating drinks, but this is actually violated by the Christians themselves. The assistant who was given such a question also gave answers to convince Arnita about the teachings of her religion at that time. Feeling dissatisfied with that answer, Arnita finally chose to find out from

several sources, especially Islamic lectures. At that time he watched a lecture from Ustadz Abdul Somad, from that lecture he was determined to embrace Islam.

Arnita converted to Islam within 7 days. In the statement, he did not fully confirm this and did not admit that it was also wrong. However, he explained that he had learned about Islam long before he decided to embrace the religion. However, the process to pledge 2 sentences of shahada takes 7 days. The process of converting to Islam is not easy. At that time, after listening to many lectures from various ustadz. Without thinking long, Arnita went to look for the ustadz in the mosque around her dormitory and then she asked to immediately say 2 sentences of shahada. However, the ustadz at the mosque refused because, Arnita did not get permission or inform her parents and was afraid that Arnita's decision was not from long consideration. Arnita again persuaded the ustadz to be able to fully become a convert and the request, approved by the ustadz, but will be carried out tomorrow.

Arnita's plan to become a convert did not go as she had imagined. The news of Arnita's conversion spread throughout IPB students, including her older brother who teaches about Christianity on her campus. Instantly Arnita was summoned by the elder brother and was prevented from pledging 2 sentences of shahada on that day. After a long discussion about the offer not to convert, Arnita flatly

rejected the request from her brother. After a delay of several days in Arnita's conversion to Islam, finally on Monday, September 21, 2015 Arnita was declared legally a convert.

Arnita's new life as a convert begins to experience trials one by one. Especially when he told his parents. Hearing the news, her father was so angry that Arnita was removed from the Family Card (KK) and did not receive any money from her parents because of her decision. This does not make Arnita feel hatred for the two, but she tries to be much better and wants to illustrate that Islam is able to provide things for herself and the environment, the surroundings.

Long story short, when she stepped on semester 2, Arnita no longer got a scholarship from her region. However, he did not give up, but he looked for various job opportunities to be able to meet his daily needs. Arnita decided to postpone her studies for a while because she saw her younger brother coming from her hometown asking for a quality education, making her have to. At that time, Arnita was only able to enroll her sister in one of the Integrated Islamic Schools, not because she wanted her sister to convert to follow in her footsteps but Arnita was only able to send her to the school, considering that she had economic limitations through the help of the ustadz she knew. After a few months, Arnita's sister also chose to follow in her brother's footsteps without any coercion, from Arnita's admission that her sister

converted to Islam of her own volition on the basis that her sister felt calm when she heard her friends read the Qur'an.

The story of her conversion as an Arnita began to become a lot of public discussion and stole a lot of attention. One of them is the University of Muhammadiyah higher education institution Prof. Dr. Hamka (UHAMKA) which offers scholarships through the Lazismu program for Arnita so that she can continue her S1 education which was delayed at IPB because she sees Arnita as an outstanding student and has a very inspiring story. Not only that, convenience after convenience is also felt by Arnita and her sister. One of them is Arnita was accepted to one of the well-known universities in Turkey to continue her Master's Program education through a scholarship.

Perception of Mahasantri Markaz Tahfidz Al-Birr

The Youtube content of Rukun Indonesia some time ago stole a lot of attention by inviting one of the great speakers, namely Arnita, a convert whose story inspired the audience a lot. The episode Hidayah Sang Mualaf is the first achievement with the most viewers on the Youtube channel. This makes researchers want to see the perception or response of Markaz Tahfidz Al-Birr students regarding the show. Basically, humans will have different meanings according to a person's experience and

mindset on the objects they see, through the five senses that we have.

From the results of interviews by several Mahasantri markaz tahfidz Al-Birr speakers, Arnita's story inspires a lot and provides many lessons about life, as well as making its listeners also get a positive response. So that this is one of the successes of da'wah with good *feedback* from the *audience*.

The success of content or videos on a Youtube *channel* is very influential on the sustainability of the Youtube *channel*, which indicates that the content or video can be accepted by *the audience*. In Youtube, the success of content can be seen from the number of visitors to each video or content posted on the channel. Episode Hidayah The Convert with a female resource person who tells about her life experience in picking up hidayah who used to hate the island and then decides to become a

Muslim. It is one of the episodes with the *first most* viewers on *its channel* because by inviting speakers who are considered to be inspiring, it can attract the attention of the *audience* and in giving very support and giving titles and themes.

From the results of an interview by Markaz Tahfidz Al-Birr student regarding the content availability factor in Episode: Hidayah The Mualaf, the resource person is the main factor that supports the success of the content, because this is through the informants' statement that the resource person in this episode, has a way of delivering that is easy to understand, social media users tend to be more interested in watching, giving a title is also a description of the content of the video for the audience so as to provide an overview someone before watching. This is what is able to attract *the attention of viewers*.

CONCLUSION

Based on the results of the research on the perception of Markaz Tahfidz Al-Birr students towards the Rukun Indonesia Youtube channel in Episode: Hidayah Sang Mualaf, the following conclusions can be drawn:

Mahasantri Markaz Tahfidz Al-Birr has minimal interest in da'wah podcasts on Youtube. One of the causes comes from the internal of students who do not have personal encouragement in accessing da'wah podcasts.

In Episode: Hidayah The Mualaf invites a convert named Arnita, her

story is inspiring about her struggle, able to give a positive influence and response to the *audience*. The success of Episode: Hidayah The Convert is influenced by the factor of the source who plays an important role, because it is able to attract the attention of the audience with his story so that this episode has many visitors on *his channel*. In addition, another supporting factor is the provision of themes and titles to the content.

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