

|                                                                                                               |                                                    |             |                      |
|---------------------------------------------------------------------------------------------------------------|----------------------------------------------------|-------------|----------------------|
| <br>— FAI UNISMUH MAKASSAR — | International Conference on Actual Islamic Studies |             |                      |
|                                                                                                               | Vol. 3, No. 1                                      | August 2024 | e-ISSN:<br>2988-7925 |

## **The Role of Instagram Social Media as a Media for Da'wah Information for KPI Students Class of 2020 University Muhammadiyah Makassar**

*Peran Media Sosial Instagram Sebagai Media Informasi Dakwah Mahasiswa  
KPI Angkatan 2020 Universitas Muhammadiyah Makassar*

**Sartika<sup>1</sup>, Muhammad Syahrudin<sup>2</sup>, Wiwik Laela Mukromin<sup>3</sup>**

University of Muhammadiyah Makassar | maliktika663@gmail.com

University of Muhammadiyah Makassar | ajisyahar.fa@gamil.com

University of Muhammadiyah Makassar | laelamukromin@unismuh.ac.id

---

### Abstract

**Keywords:** Da'wah;  
Information;  
Instagram

This research aims to provide an overview of KPI students of the class of 2020 in using Instagram as a da'wah medium, the role of Instagram social media as a da'wah medium, then knowing the supporting and inhibiting factors in da'wah on Instagram social media. In this study, it was found that KPI students of the University of Muhammadiyah Makassar class of 2020 totaled 111 students, and there were several students who were quite active in using Instagram social media as a da'wah medium, and in using Instagram social media as a da'wah medium, KPI students of the 2020 class took advantage of the features on Instagram. Instagram social media plays a very important role as a da'wah media by KPI students of the class of 2020 who are quite active in preaching on Instagram social media because in addition to being easily accessible to all people, it also has many users, so that da'wah messages are easier to convey to mad'u. In spreading da'wah messages on Instagram social media for KPI students of the 2020 batch, it is inseparable from supporting and inhibiting factors. The supporting factors in preaching on Instagram social media are having facilities to access Instagram, having many users, having many features and having many *followers* and knowledge. In addition to supporting factors, there are also inhibiting factors in preaching on Instagram social media, namely the internet network has not fully reached all regions, as well as mobile phone storage, difficulty finding content ideas, and inconsistency.

---

---

### Abstract

|                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|-------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Kata Kunci:</b><br>Dakwah; Informasi;<br>Instagram | <p>Penelitian ini bertujuan untuk gambaran mahasiswa KPI angkatan 2020 dalam menggunakan instagram sebagai media dakwah, peran media sosial instagram sebagai media dakwah, kemudian mengetahui faktor pendukung dan penghambat dalam berdakwah di media sosial instagram. Dalam penelitian ini ditemukan bahwa mahasiswa KPI universitas muhammadiyah Makassar angkatan 2020 berjumlah 111 mahasiswa, dan ada beberapa mahasiswa yang cukup aktif dalam menggunakan media sosial instagram sebagai media dakwah, dan dalam menggunakan media sosial instagram sebagai media dakwah mahasiswa KPI angkatan 2020 memanfaatkan fitur-fitur yang ada pada instagram. Media sosial instagram sangat berperan sebagai media dakwah oleh mahasiswa KPI angkatan 2020 yang cukup aktif dalam berdakwah di media sosial instagram karena selain mudah diakses oleh semua kalangan juga memiliki banyak pengguna, sehingga pesan dakwah lebih mudah tersampaikan kepada mad'u. Dalam menyebarkan pesan dakwah di media sosial instagram bagi mahasiswa KPI angkatan 2020 tidak terlepas dari faktor pendukung dan penghambat. Faktor pendukung dalam berdakwah di media sosial instagram adalah memiliki fasilitas untuk mengakses instagram, memiliki banyak pengguna, memiliki fitur yang banyak dan memiliki banyak <i>followers</i> serta memiliki ilmu. Selain faktor pendukung ada juga faktor penghambat dalam berdakwah di media sosial instagram yaitu jaringan internet belum sepenuhnya menjangkau seluruh daerah, serta penyimpanan handphone, sulitnya mencari ide konten, dan tidak konsisten.</p> |
|-------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

---

### INTRODUCTION

There are various means of preaching, which can be by using oral, written, and electronic and non-electronic media. So that da'wah activities in this modern era are increasingly facilitated with the help of effective and efficient supporting media. Only by accessing the internet, people can easily obtain religious information according to their desired needs.

The Internet is short for *interconnected networking*, which is a network of computers that are connected in several networks, (Dukon,

2011: 5). The existence of the internet as a *new media* has advantages in providing various information in real time. There are several features in the internet or what is called social networks such as Youtube, WhatsApp, Facebook, Twitter, Tiktok, Instagram and many more social media that are presented by the internet, so that users can choose how to communicate and *share* information.

Instagram according to Nisrina is an application used to share photos and videos. Instagram itself is still part of Facebook which allows our Facebook

friends to *follow* our Instagram accounts. The increasing popularity of Instagram as an application used to share photos, makes many users who are involved in *online* business also promote their products through Instagram, (Mayasari, 2018).

In addition, Instagram is a new communication technology medium that is developing so fast, sophisticated and without limits, this big development is not planned. Instagram users in Indonesia are not just uploading photos and lifestyle trends in their daily activities, but some Instagram users in Indonesia have used it as a medium in conveying da'wah.

Da'wah is a task given to every Muslim. As contained in the Qur'an and as-Sunnah of the Prophet PBUH, the obligation to da'wah calls for, and conveys Islam to the community, (Suparta, Aefni, 2009: 5). In the Qur'an there is a command that tells Muslims to preach to people to be in the way of Allah. It is found in Q.S. An-Nahl verse 125.

ادْعُ إِلَى سَبِيلِ رَبِّكَ بِالْحُكْمِ وَالْمَوْعِظَةِ الْحَسَنَةِ وَجَا وَفَمَ بِالْأَيْمِ  
 هِيَ أَحْسَنُ إِنَّ رَبَّكَ هُوَ أَعْلَمُ بِمَنْ حَقَّ عَنْ سَبِيلِهِ وَهُوَ أَعْلَمُ  
 بِالْمُهْتَدِينَ

Translation:

"Call (people) to the way of your Lord with good wisdom and lessons and refute them in a good way. Indeed, your Lord He knows better about those who have gone astray from His ways, and He knows better than those who are guided."

Technology in Islam is not something that is forbidden, although in the time of the Prophet PBUH there was no technology that developed like today. The development of da'wah requires attention to technological developments by hoping that da'wah is easily accepted and reached by mankind so that da'wah does not seem outdated, although of course it is not easy to do da'wah on social media, in the future there will be many obstacles faced.

With the explanation above, seeing the rise of Instagram users from various circles, Instagram itself has become the most popular media and a da'wah medium for Da'is in conveying their da'wah. This is then used by KPI students of the University of Muhammadiyah Makassar class of 2020, namely as a means of communication and da'wah information media, and accessing da'wah messages on Instagram social media, because apart from carrying out da'wah activities, the KPI Study Program has a curriculum that is included in the da'wah electronics course, where KPI students are expected to be able to develop their da'wah creativity through the media, students are taught and encouraged to be able to take advantage of technology that is currently developing, for example, KPI students of the Faculty of Islamic Religion, University of Muhammadiyah Makassar class of 2020 are given the task of uploading da'wah content on social media, be it YouTube, Instagram or even TikTok media, where the result

of these activities is so that students can take advantage of the media according to the current developments, and can be developed to disseminate da'wah and provide positive information or content to mad'u. So this is what makes the background of writing this thesis proposal as the basis for knowing the role of Instagram social media as a medium for da'wah messages for KPI students of the University of Muhammadiyah Makassar Class of 2020.

## RESEARCH METHODS

The type of research that the researcher will use in this research process is qualitative research, this research is used to explain and analyze phenomena or events. Qualitative method as a research procedure that produces descriptive data in the form of written or spoken words from observable people or behaviors. The application of the approach in research is a consideration of the possibility of data obtained in the field in the form of data in the form of facts that need to be analyzed in depth. Therefore, a qualitative approach will be more supportive of the achievements in this research which is more in-depth, especially with the order of researchers in the field.

There are two sources of data, namely primary data sources whose data is taken from the first source in the field. And the second data, namely secondary data, is data obtained from books and

websites. The instruments of this research include the form of interview instructions, or a list of contents, depending on the research to be carried out, (Bugin, 2005: 128).

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

## RESULTS AND DISCUSSION

### Overview of KPI Students of the University of Muhammadiyah Makassar Class of 2020 in Using Instagram Social Media

KPI students of the University of Muhammadiyah Makassar class of 2020 are students who are registered at the strata 1 level in the Islamic Communication and Broadcasting Study Program or abbreviated as KPI in 2020, at the Faculty of Islamic Religion, University of Muhammadiyah Makassar there are 111 KPI students of the University of Muhammadiyah Makassar class of 2020, and the use of the KPI Student Instagram Application class of 2020 is also not left behind, Almost all students use Instagram, some use Instagram starting from high school (SMA) there are also those who use it when they are in college, from the use of Instagram social media, the KPI students of the Class of 2020 also have different goals, of course.

Instagram is a social media that has many uses and keeps up with the times. KPI students of the class of 2020 have a difference in the beginning of starting to use Instagram, some have

been using it since high school, some have been using it since 2020 or have been in college. However, the KPI students of the 2020 batch have different goals in the use of Instagram social media, from the three students above have the same goal in using Instagram social media, namely being used as a da'wah media, but before being focused on as a da'wah media, the KPI students themselves use the Instagram social media because they follow the trend. The content of da'wah content uploaded on their social media also varies.

With the many features issued by the Instagram application, this application attracts the attention of its users, and with this it can also be used to create more quality content, so that the da'wah messages conveyed can be well received by the *mad'u*, and KPI students of the class of 2020 also use this feature to make the content more interesting.

Some students prefer to use Reels because in addition to its wide reach, with this feature, da'wah is also easier for *mad'u* to accept because this feature displays visuals and audio visuals. But some students also prefer to use feeds because of their skills in photo editing so they choose this feed feature, besides that by posting on the feed, Instagram users who visit the account will immediately see da'wah posts that have been posted in their account. But some students also use these three features, including insta stories and the use of ista stories is used to repost

lectures or da'wah from other people or ustadz.

### **The Role of Instagram Social Media as a Da'wah Information Media for KPI Students of the University of Muhammadiyah Makassar Class of 2020.**

Seeing the development of social media today has a very important role as a means to spread da'wah, as well as Instagram social media, da'is will find it easier to convey their da'wah through Instagram social media because in addition to Instagram social media many users are also very easy to use and Instagram social media is one of the media that is liked by KPI students of the University of Muhammadiyah Makassar class of 2020 in delivering their da'wah.

Researchers see that this Instagram social media is indeed very suitable for use in preaching in the current era and Instagram social media plays a very important role in the spread of da'wah by KPI students of the class of 2020 because as said by the number of KPI students of the class of 2020 that the reach of this Instagram social media covers the whole world, so in delivering da'wah there is a very good opportunity to be conveyed, In addition to its wide reach, Instagram social media has many users and presents many features, one of which is said by Naslah with the display of short-duration videos and the content of the videos is straightforward, in

essence, making people who watch the video not feel bored.

### **Supporting and Inhibiting Factors in Da'wah on Instagram Social Media**

#### **Supporting Factors**

Based on interviews with several sources, the researcher concluded several supporting factors in preaching on Instagram social media for KPI students of the class of 2020 as follows:

- 1) Has facilities to access Instagram

In the use of social media, including social media, Instagram definitely needs a container such as a cellphone, computer or laptop to be able to access the application, but it is not enough, of course, it also requires a good quota and network.

- 2) Has multiple users

The advantage of this Instagram application is the large number of Instagram users both from teenagers and adults, that way the da'wah delivered will be seen by more people and many can take knowledge from the da'wah delivered on the Instagram social media.

- 3) Has many Features

The advantage of the Instagram application is also the many features provided. So that it allows users to increase creativity in managing content. Some of the features that are effectively

used in disseminating da'wah content according to KPI Unismuh Makassar students class of 2020 are reels, feeds, and insta stories. With the many features provided, Instagram users can also choose what features are suitable for the da'wah content they want to convey.

- 4) Have Knowledge and Followers

In the use of Instagram, of course, many people look at the number of followers or users who follow our account, and with the number and with the number of followers we have, it will make us more enthusiastic in delivering da'wah in addition to knowledge, by having knowledge, be it knowledge in design or religious science, will make us more confident to deliver da'wah.

#### **Inhibiting Factors**

Based on several KPI student speakers, the researcher concluded several inhibiting factors in preaching on Instagram social media by KPI students of the University of Muhammadiyah Makassar class of 2020, as follows:

- 1) Unsupported networking and storage

The internet network is one of the obstacles in preaching on social media. As we know that when the spread of the internet network has not fully reached all regions, as well as mobile phone storage which is sometimes full and cannot store the

da'wah content made, and this is one of the obstacles in da'wah.

## 2) Difficulty in finding content ideas

In da'wah on Instagram, of course, you must need creativity so that you can receive the da'wah that is conveyed, which is why what is also an obstacle to da'wah is the difficulty of

finding interesting content ideas to spread.

## 3) Inconsistent

What is an obstacle in da'wah on Instagram social media is also not istiqomah or inconsistent in creating da'wah content, because when da'i is lacking in delivering da'wah, da'wah itself will sink, that's why it is very necessary to be consistent in creating content.

## CONCLUSION

From the results of observation, interviews and collection, the researcher can conclude that:

KPI students of the University of Muhammadiyah Makassar class of 2020 totaled 111 students, and there were several students who were quite active in using Instagram social media as a da'wah medium, and in using Instagram social media as a da'wah medium, KPI students of the 2020 batch took advantage of the features on Instagram.

Instagram social media plays a very important role as a da'wah media by KPI students of the class of 2020 who are quite active in preaching on Instagram social media because in addition to being easily accessible to all

people, it also has many users, so that the message of da'wah is easier to convey to mad'u.

In spreading da'wah messages on Instagram social media for KPI Class of 2020 students, it is inseparable from supporting and inhibiting factors. The supporting factors in preaching on Instagram social media are having facilities to access Instagram, having many users, having many features and having many followers and having knowledge. In addition to supporting factors, there are also inhibiting factors in preaching on Instagram social media, namely unsupportive networks and storage, difficulty finding content ideas, and inconsistency.

## BIBLIOGRAPHY

Abdullah, M. Amin. (2010). *Islamic Da'wah: Concept and Methodology*. Jakarta: Rajawali Press

- Al-Attas, Syed Muhammad Naquib (1993). *Islam and Secularism*. ISTACH
- Alimuddin, Andi Fadila. (2024) KPI Students, (Makassar: Interview February 13).
- Anshori, Mufid. (2019), *Dakwah Instagram (Analisis Wacana Teun A Van Dijk pada Akun @Nunuzo)*. Skripsi. Surakarta: Institut Agama Islam Negeri Surakarta.
- Apsari, Santi Anindya. (2019). *A Study on the Description of Da'wah Broadcasting on Instagram Accounts @Dakwahmuslimahid*. Thesis. Surabaya: Sunan Ampel State University Surabaya.
- Daryanto (2010), *Learning Media*, (Yogyakarta: Gava Media)
- The Supreme Department of the Republic of Indonesia. (2011), *The Qur'an and Its Translation*
- H.R. Malik (no. 267) with authentic sanad, see: *Ahadits al-Jumu'ah* by Abdul Quddus Muhammad Nadzir (p. 202)]
- Hafied Cangara (2002), *Introduction to Communication Science*. (Jakarta: PT Raja Grafindo Persda)
- Hasan, Noorhaidi (2006). *Laskar Jihad: Islam, Militancy, And The Quest For Identity In Post-New Order Indonesia*. Cornell University Press
- Hasan, Noorhaidi. (2015). *Religious Radicalism in Indonesia: A Critical Analysis of Thought and Movement*. Jakarta: Yayasan Pustaka Obor Indonesia
- Jahi, Amri (1998), *Mass Communication and Development in Third World Countries: An Introduction*, (Jakarta: PT. Gramedia)
- Jumriani, Head of Public Relations & IT of Himaprodi KPI Unismuh Makassar, (Makassar: Interview February 15, 2024).
- Konstelnick, C., & Roberts, D. D. (2011). *Designing Visual Language: Strategis For Professional Communicators*. Long Grave, IL: Waveland Press.
- Kurniawan, A. (2018). *Da'wah poster design as a visual communication medium*. *Journal of Visual Communication*, 10 (1), 1-10
- Kurniawan, Dedi. (2018). *Visual Communication Design: Theory and Practice*. Bandung: CV. Loyal Library
- Ninda Nurhasanah, Ahwal Syakhsiyah Student, (Makassar: Interview February 13, 2024).
- Qardhawi, Yusuf. (2001). *Da'wah in Islam*. Jakarta: Gema Insani Press
- Narrated by al-Albany, No. 2/1314, No. 3973, and Ahmad 5/231, narrated by al-Albaani in the book *Irwa'ul-Ghalil*, 2/138

- Rulli Nasrullah (2015). *Social Media Communication, Culture, and Socio-Technological Perspectives*. (Jakarta: Simbiosia Rekatama Media)
- Sammy Munir (2009), *the son of a* (Jakarta: Hamzah)
- Saputra (2011). *Introduction to Da'wah Science*. (Jakarta: PT Raja Grafindo Persada)
- Supriyono, Rakhmat. (2017). *Visual Communication Design*. Yogyakarta: Cv Andi Offset
- Supriyono, Rakhmat. (2017). *Visual Communication Design: Theory and Application*. Yogyakarta: Andi
- Yusuf, M. (2017). *Da'wah through poster media*. *Journal of tabligh da'wah*, 18(1), 1-14
- Yuwono. (1985). *Overview of Administrative Communication*. Yogyakarta: Liberty

<http://fadhilams3.blogspot.com/2016/04/poster-sebagai-media-dakwah.html>.

Accessed on January 16, 2019 at 13.00 WIB

<https://muslim.or.id/30048-puasa-adalah-perisai-seorang-muslim.html>