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The Role of the Muslim Design Community Instagram Account in the Development of Da'wah for Students of the Faculty of Islamic Religion, Islamic Communication and Broadcasting Study Program, University of Muhammadiyah Makassar

Peran Akun Instagram Muslim Design Community Terhadap Pengembangan Dakwah Mahasiswa Fakultas Agama Islam Prodi Komunikasi Dan Penyiaran Islam Universitas Muhammadiyah Makassar

Mujibul Haq¹, M. Ramli², M. Syahrudin³

Unismuh Makassar 1 | mujibul2299@gmail.com

Unismuh Makassar 2 | ramli@unismuh.ac.id

Unismuh Makassar 3 | ajisyahar.fa@gmail.com

Abstract

Keywords: Da'wah; Instagram; Student; Development.

This research raises the role of the Muslim Design Community Instagram account in the development of da'wah for students of the Islamic Communication and Broadcasting Study Program at the University of Muhammadiyah Makassar. The research uses a qualitative approach that explores the social situation by explaining real reality through relevant data collection techniques. The focus of the research is on the influence of @muslimcreator Instagram account in helping students develop skills in creating interesting da'wah content. The results show that students feel helped and motivated to spread da'wah through Instagram social media thanks to the support and inspiration of the account, which in turn can influence the development of da'wah at large in the community.

Abstrak

Kata Kunci: Dakwah; Instagram; Mahasiswa; Pengembangan.

Penelitian ini mengangkat peran akun Instagram Muslim Design Community terhadap pengembangan dakwah mahasiswa Program Studi Komunikasi dan Penyiaran Islam di Universitas Muhammadiyah Makassar. Penelitian menggunakan pendekatan kualitatif yang menggali situasi sosial dengan memaparkan kenyataan nyata melalui teknik pengumpulan data yang relevan. Fokus penelitian adalah pada pengaruh akun Instagram @muslimcreator dalam membantu mahasiswa mengembangkan keterampilan membuat konten dakwah yang menarik. Hasil menunjukkan bahwa mahasiswa merasa terbantu

dan termotivasi untuk menyebarkan dakwah melalui media sosial Instagram berkat dukungan dan inspirasi dari akun tersebut, yang pada gilirannya dapat memengaruhi pengembangan dakwah secara luas di masyarakat.

INTRODUCTION

In social life, we have experienced various kinds of changes and very rapid developments. Cultural acculturation with a touch of information technology is one of the many phenomena that drive these changes. Personal freedom in conveying ideas, criticisms, suggestions and even "curses" is often encountered in every minute, hour and day through various variants of media used.

Social media is an online medium, with users being able to easily participate, share, and create content including blogs, social networks, wikis, forums and virtual worlds. Blogs, social networks are the most commonly used social media by people around the world.

Another opinion says that social media is an online media that supports social interaction and social media uses web-based technology that transforms a communication into an interactive dialog.

Social media experienced a very rapid development that began in the 1970s, when the bulletin board system was invented which was very much related to humans at that time with its function of connecting with other people reluctant to use electronic mail or uploading and downloading software, all of which was done with a telephone line connected to a modem.

Over time, this social media has experienced the development of one of

the most commonly used social media today is Instagram. This media is also used as a forum for the dissemination of da'wah. This is what the researcher used to refer to conducting this research, what can be known in this study is To find out the use of Instagram social media for students of the Faculty of Islamic Religion, Islamic Communication and Broadcasting Study Program, University of Muhammadiyah Makassar, To find out the role of the Muslim Instagram account design community in the development of da'wah for students of the Faculty of Islamic Religion, Islamic Communication and Broadcasting Study Program, University of Muhammadiyah Makassar, and To find out the inhibiting factors and supporting factors of students of the Faculty of Islamic Religion, Islamic Communication and Broadcasting Study Program, University of Muhammadiyah Makassar in accessing the Muslim design community Instagram account.

RESEARCH METHODS

This study uses a descriptive qualitative approach to explore the role of the Muslim Design Community Instagram account in the development of da'wah for students of the Islamic Communication and Broadcasting Study Program at the University of

Muhammadiyah Makassar. The qualitative approach was chosen to deeply understand students' experiences and perceptions of the use of Instagram in the context of da'wah. Primary data was collected through interviews with students and their observations of student interactions with relevant Instagram accounts. Secondary data are obtained from related literature and online information sources relevant to the research topic. Data analysis was carried out with a descriptive approach, where the findings from interviews and observations were analyzed to identify patterns, themes, and relationships relevant to the role of Instagram in the development of student da'wah. The variables observed include the use of Instagram, students' perception of the role of Instagram accounts in da'wah, as well as supporting and inhibiting factors in accessing and using the account. Research flow charts are used to visualize the stages of research from data collection to analysis and interpretation of findings.

RESULTS AND DISCUSSION

Definition of da'wah

The word "da'wah" comes from an Arabic word meaning invitation, call, and call, or invitation. So the meaning of da'wah itself is a science or knowledge that contains methods and teachings, how it should invite the will of the human people in adhering to, agreeing, and doing an understanding of certain opinions of work.

In the Qur'an, Allah has explained to the king, clearly explained the theories or ways of preaching, or with other words in that verse Allah has

clarified various guidelines or main teachings to become a benchmark, how it should be a way to carry out da'wah in QS An-nahl

16/125 :

أَدْعُ إِلَى سَبِيلِ رَبِّكَ بِالْحُكْمَةِ وَالْمَوْعِظَةِ الْحَسَنَةِ
وَجَادِلْهُمْ بِالَّتِي هِيَ أَحْسَنُ إِنَّ رَبَّكَ هُوَ أَعْلَمُ بِمَنْ
ضَلَّ عَنْ سَبِيلِهِ وَهُوَ أَعْلَمُ بِالْمُهْتَدِينَ

Translation:

Call upon the way of your Lord with wisdom and good teaching, and argue with them in a good way. Indeed, your Lord, He knows better who has gone astray from His ways and He knows better who has been guided.

The word *أَدْعُ* which means "ajakalah" is fi'il amr, which if we refer to the rules of Ushul fiqhi, each fi'il amr is a mandatory command that must be obeyed as long as there is no other evidence that turns it to the sunnah and others. So doing da'wah to the ummah or Islamic da'wah is obligatory because there is nothing in this case or any other evidence that turns to the sunnah or ibahah (something that can be done and what is not allowed).

In the verse that has also been mentioned above, Allah has taught us all things, especially how to preach with wisdom or bilhikmati or we can also interpret "wise", the word Al-hikmah is also to put something in its place.

And Allah also explains the Qur'an which is also explained about the obligation of da'wah, the following is the explanation in QS al-Imron 3/104:

وَلْتَكُنْ مِنْكُمْ أُمَّةٌ يَدْعُونَ إِلَى الْخَيْرِ وَيَأْمُرُونَ
بِالْمَعْرُوفِ وَيَنْهَوْنَ عَنِ الْمُنْكَرِ ۚ وَأُولَٰئِكَ هُمُ الْمُفْلِحُونَ

Translation:

And let there be among you a group of people who call for virtue, instruct (do) the makruf, and prevent from the unrighteous. And they are the lucky ones.

In this noble verse, two words are found that contain different commands, the first is "yud'auna" which is to invite and "ya'muruna" which is to command, Sayyid Quthub in his interpretation explains that the use of the two words shows a difference, namely showing the necessity of two groups in Islamic society. The first jumper is the one in charge of instructing, and the second group plays the role of the one who commands and prohibits. This second group certainly has power on earth. "Divine teachings on earth are certainly not just advice, guidance and explanations. This is one side, while the other side is to exercise power and rule so that wisdom can be realized, and evil can disappear. This is among other things said sayyid quthub.

It should also be noted that what Allah commands in the above verse is also related to two things, inviting is associated with al-khair, ruling is associated with al-ma'ruf, while the command not to do, takini prohibition is associated with al-mungkar. And in the Qur'an, it is also explained about da'wah as explained in QS al-imron 3/110:

كُنْتُمْ خَيْرَ أُمَّةٍ أُخْرِجَتْ لِلنَّاسِ تَأْمُرُونَ بِالْمَعْرُوفِ وَتَنْهَوْنَ عَنِ الْمُنْكَرِ وَتُؤْمِنُونَ بِاللَّهِ وَلَوْ آمَنَ أَهْلُ الْكِتَابِ لَكَانَ خَيْرًا لَهُمْ مِنْهُمْ الْمُؤْمِنُونَ وَأَكْثَرُهُمُ الْفَاسِقُونَ

Translation:

You are the best people born for man, commanding the ma'ruf, and preventing the unrighteous, and believing in Allah. If the Book of Believers had believed, it would have been better for them, some of them had believed, and most of them were wicked people

After explaining the obligation to preach to the Muslim ummah, in Surah Ali-Imron 104, the unity and unity of those who are demanded are now stated that the obligation and the guidance are in essence born from the position of this ummah as the best ummah created by Allah. This is what distinguishes them from the attitude of departing from it. Even though the three things mentioned in this verse are mentioned, then their position as the best ummah cannot be maintained. These three things are:

"khaira ummatin" which means the best ummah, "ta'muruna bil ma'ruf" which means to invite/invite to the ma'ruf, and "tanhauna anil munkar" which means to prevent evil.

Definition of social media

Van dijk in nasrullah. It has been stated that social media is a media platform that focuses on the existence of users that gives a place to do activities and collaborate, therefore social media can be seen as an online media or facility that strengthens the relationship between users and a social bond.

Meike and young in the text. Interpreting the word social media as a convergence between personal communication in the sense of sharing

between someone (to be share one-to-one) and public media to share with whom

only those who chat with social media and there is a specificity for one person.

According to Boyd in Nasrullah. Social media is a collection of software that allows a person or a group or institution to be able to gather, share, communicate, and even in certain cases social media can collaborate and play. Social media has the power to be able to create user-generated content (UGC) where content is produced by users, not by editors as in mass media institutions. The essence of social media is that various two-way activities can be carried out in various forms of exchange, collaboration, and mutual acquaintance in the form of writing, visual and audiovisual. Social media starts from three things, namely sharing, collaborating and connecting

Definition of Instagram

Instagram is an android-based application that allows its users to take photos, apply digital filters, and share them to various social networking services, including Instagram itself, the name Instagram itself comes from the overall sense of the function of the application itself, the word "insta" comes from "instant", such as Kamere Polaroid which in its time was better known as "instant photo". Instagram can also display photos instantly, such as polaroids in their displays. As for the word "gram" comes from the word

"telegram" where the way telegram itself works is to send information to others quickly. The same is true for Instagram which can upload photos using the internet network

So that the information you want to convey can be quickly received. Therefore instagram comes from instant-telegram.

Evekiti da'wah through Instagram

Instagram is one of the popular social media among Indonesian people. Instagram ranks second with the highest number of downloads and is the most active in Indonesia The popularity of Instagram which comes with the approach of various photo and short video media is used by a number of people, including our preachers or da'is. Preachers generally preach through videos by using their Instagram to package creative da'wah concepts through various videos on Instagram to educate, motivate or change the behavior of the da'wah target itself so that it becomes closer to their religion.

One of the da'wah accounts on Instagram is the hijrah youth. The hijrah youth Instagram account was pioneered by ustad hanan attaki in May 2015. Currently, the hijrah youth account has undergone a domain change from the original @pemudahijrah to the @shifmedia.id Instagram account which has the tagline "many maen, many benefits.." The da'wah videos uploaded on the account use language adapted to teenagers so that they are willing to receive and be able to

understand the da'wah messages conveyed through the video.

The hijrah youth Instagram account is unique when compared to other da'wah accounts, because this account routinely provides regular uploads of 1-6 video uploads every week. In addition, the uploaded video is packaged with an interesting backsound so that the delivery of da'wah messages does not seem monotonous.

The role of the Muslim design community Instagram account in the development of da'wah for students of the Faculty of Islamic Religion, Islamic Communication and Broadcasting Study Program, University of Muhammadiyah Makassar

a. The general condition of students of the Faculty of Islamic Religion of the Islamic Communication and Broadcasting Study Program, University of Muhammadiyah Makassar towards Instagram.

1) List of research sources and student experiences when using an Instagram account for the first time

The resource persons and informants in the following study are students of the Islamic Communication and Broadcasting Study Program, Faculty of Islamic Religion, University of Muhammadiyah Makassar who are quite active in sharing da'wah content, either videos or graphic designs on Instagram social media.

The list of speakers is as follows:

a) Firmansyah, student of Islamic communication and broadcasting, semester 7, aged 23. The initial experience of using Instagram is:

"I used Instagram starting from the 2nd grade of junior high school around the age of 14 or in 2015. The reason I use Instagram is to find entertainment information and also job vacancies. When I first used Instagram in 2015 I used it only to have it or in the sense of having it so when asked if you have Instagram then the answer I had and at that time Instagram was not very popular compared to Facebook for my area which was in remote villages or in the interior and when I grew up in 2017 18 to 19 I wanted to start to use it as a medium to search more specific information to find information about my major that I am engaged in at SMK, namely computer and network engineering, there is a lot of knowledge that I can take such as short videos about computer engineering, networking, networking, creating networks or other things related to computers and entering the college period, I use it as a forum to pour out my aspirations to provide useful things as well as various sciences knowledge and also as my existence to build branding".

b) Taufik Hidayat, student of Islamic communication and broadcasting, semester 7, 23 years old. The initial experience of using Instagram is:

"I joined as an Instagram user, I don't remember what year I joined, but what I do know is that I have joined

Instagram social media when I was in high school and to be active on Instagram is in the last 3 years. The reason why I joined Instagram is that first, Instagram can be used for various stories with friends we know, then the next is that Instagram is also used to update the latest news or information that we find on Instagram and lastly, of course, Instagram is a place or media in delivering da'wah that can celebrate all kinds of ages and socialities in worshippers".

c) Maulana Tahir, student of Islamic communication and broadcasting, semester 7, 23 years old. initial experience of using Instagram is:

"I have been joining Instagram social media for 8 years, which may have been the first time I used Instagram, when I was in high school. The reason I use Instagram is probably because of the ease with which I get information on Instagram and the most important thing is Instagram where I enrich my relationships with many people".

d) Aidil Muhammad khair, Islamic communication and broadcasting student, semester 7, 23 years old. Early experience using Instagram

that is:

"I joined the social media instagram in 2018 when I was still in high school. The reason I use Instagram or join Instagram is because I want to tell various stories to my friends and of course because I am very easy to get information in it".

Based on the results of the interview above with several students of Islamic communication and broadcasting at the Faculty of Islamic Religion, University of Muhammadiyah Makassar, we found that the majority or most students of the Islamic Communication and Broadcasting Study Program have joined Instagram social media since high school. Which shows that Instagram has begun to be known among young people at the high school level, even if we observe among the community, we will find that in the millennial era, now Instagram can also be found in elementary school children.

They also explained to us about the reason why they joined Instagram social media which we can conclude that initially most of the speakers joined Instagram because the swimmers from Instagram at that time were very large and wide, but over time the understanding of the benefits or positive things of Instagram social media is increasingly visible, including the ease of someone in getting information and then the easier relationships to get,

which can also be used as a medium for Islamic da'wah, especially in da'wah content such as Islamic posters or da'wah pamphlets, which at first Instagram was used to share images or photos.

2) The use of Instagram for Islamic communication and broadcasting students of the University of Muhammadiyah Makassar

Instagram has become one of the largest social media that is followed by

everyone, almost all people around the world and even some people can spend a lot of their time on Instagram social media with different purposes, of course, some are just for fun, and for the sake of business or business, even now Instagram is one of the media that we can use to earn income. So it is natural for us Muslim youth to be able to take advantage of the Instagram social media as much as possible.

Interview with Firmansyah, a student of Islamic communication and broadcasting at the University of Muhammadiyah Makassar, said that:

"In my opinion, the use of Instagram for students today is as a medium to build their branding or existence for other individuals as well as to publish all their activities, be it activities that are personal, community or related to their tasks on campus such as making entrepreneurial videos or other videos of other tasks that require uploading on Instagram. And I also think that Instagram is currently used by students to earn income as well as endorsements, yes, looking for advertisements, then to sell, maybe from friends among students, there are those who are doing business, yes, just like selling basreng, selling credit, then selling clothes, it is used to sell so that it has the potential to increase their pocket money".

Taufik Hidayat, student of Islamic communication and broadcasting at the University of

Muhammadiyah Makassar said that:

"Instagram social media can be one of the places to get information both within the scope of our close people or maybe also a place to get information, both nationally or internationally, it can also be one of the media to train the creativity of students or teenagers in creating da'wah content that is useful to others".

Mauzalana Tahir, a student of Islamic communication and broadcasting at the University of

Muhammadiyah Makassar said that:

"As a social media & a forum for students to become content creators because if we look at this time we will find that we have entered an era where the digital platform which has been attached to this era is also one of the economic supports, resulting in many people becoming content creators and even content analysis also exists".

Aidil Muhammad Khair, student of Islamic communication and broadcasting

The University of Muhammadiyah Makassar stated that:

"The use of Instagram that I feel the most is that it is easy and fast for me to get information or news Where in other places such as newspapers or newspapers may take time to be able to find out the latest news".

The results of the interview above can be concluded that there are several uses of Instagram for students, which are as follows:

a) As a medium to expand relations
Students can make Instagram a medium to get many and wide friends or

relationships because of the reach of Instagram which is followed by almost everyone in the world is also a place where someone can share information with friends we follow.

b) A forum for creativity and skill training

Instagram social media is also widely used as a forum for students to channel creativity and skills and also train their skills by becoming content creators, public spiking, influencers, editors and others by presenting positive content that is packaged as creatively as possible such as Islamic posters or da'wah pamphlets so that they can attract attention to Islamic da'wah.

c) As a business promotion medium

Instagram is also very good to be used as a business promotion medium where Instagram now has many features, one of which is as a medium for promoting product ads that will be displayed on the homepage of Instagram users.

b. The use of Instagram social media for Islamic communication and broadcasting students as a medium for the development of Islamic da'wah

Cratering through social media, especially on Instagram, is one of the innovative media in helping the development of Islamic da'wah in our country, it is also one of the media, it is very easy for a preacher or da'i to convey goodness in obedience to Allah or even in conveying Allah's prohibitions to serve it, for that the materials presented in social medicine are not only about conveying goodness

but also knowing how to package goodness so that it can be enjoyed by all people who see it. So we need to remember that we convey the truth all based on Allah alone, not expecting praise from others.

The results of the interview with Firmansyah, a student of Islamic communication and broadcasting at the University of Muhammadiyah Makassar are as follows:

"In my opinion, Instagram is the most capable medium to develop da'wah because Instagram is one of the applications that is most widely used by human beings as well as young people and also adults themselves, so the da'wah target that we provide can cover many groups ranging from teenagers who are growing up, yes, then there are also parents, of course, who are not left behind, the artists also use it, so so has the potential to develop our da'wah And the da'wah that we provide has many forms, such as instastory, yes, then there are also real posts in the form of videos or in the form of photos".

Taufik Hidayat, student of Islamic communication and broadcasting at the University of

Muhammadiyah Makassar, said that:

"In my opinion, of course we can develop da'wah on Instagram social media, but of course by not leaving the direct delivery method because if we talk about the effectiveness of delivery, of course, face-to-face is definitely better, but because the era continues to change and we are already in

digital era, so to reach all lines of society, Instagram social media is the right choice".

Maulana Tahir, student of Islamic communication and broadcasting at the University of

Muhammadiyah Makassar said that:

"Of course, it can be because seeing how the use of social media is in great demand by all people from childhood to adulthood and Instagram is one of the most in demand to share da'wah posts, either in the form of posters or da'wah panflets or also videos of da'wah and motivational pieces".

Aidil Muhammad Khair, student of Islamic communication and broadcasting

The University of Muhammadiyah Makassar, said that:

"Yes, Instagram can be used for the development of Islamic da'wah because if we realize that in this digital age, social media can reach almost all circles, so why can da'wah be effectively carried out to reach the wider community".

Based on the results of the above interviews that have been collected from several sources, it can be concluded that regarding the opinions of Islamic communication and broadcasting students, Instagram social media is very capable of being used in the development of Islamic religion where if we see the effectiveness in reaching the congregation to eat and preach on social media, including Instagram, it is one of the important things to reach the community who are still somewhat

uncomfortable in listening da'wah together with the

and we must understand that there are really people like that, so from that the content of da'wah on social media, especially Instagram, must be packaged well without eliminating the value of da'wah and goodness in it.

3) The use of social media as a da'wah medium for Islamic communication and broadcasting students of the University of Muhammadiyah Makassar

In the current era of digital society, where social media is a very big need, it can even be said that social media is one of the important needs that everyone wants in this era, for that we as da'i must know how the condition of our congregation or society is, because we see that currently our society is very busy with the world which slowly makes them leave or stay away from listening to lectures, Advice even if we pay attention to what used to be a morning lecture on TV which used to be very in demand now slowly but surely TV has begun to be abandoned by some of our society, for that we as a da'i we need to know the needs of our worshippers, then as a da'i we must also be literate in technology or social media because we cannot deny that social media, especially Instagram, is a need for the community, so as a missionary We must be able to adjust that with our creativity in reaching worshippers on social media, especially Instagram. Social media da'wah is also used by several Islamic communication and

broadcasting students of the University of Muhammadiyah Makassar who are resource persons in this study.

Firmansyah, student of Islamic communication and broadcasting at the University of

Muhammadiyah Makassar, said that:

"Yes, it's true that I use Instagram as a da'wah medium, dakwah_firmansyah that's the name of my account, my account, I use it to da'wah, post short videos that are 1 minute long from da'wah videos that have been uploaded by other people and I take them, then I edit them again, then I publish them on my social media accounts because we as Muslims have an obligation to preach to each other, convey the truth, and that is our obligation. all because in essence we are born in this world is to worship and worship Allah Subhanahu wa ta'ala and worship in many forms, charity is righteous as well as to give kindness to others and kindness to others, there are many forms as well as through social media, it is up to you what the social media is, one of which is Instagram and in my opinion this can also be our charity when we have been called by Allah subhanahu wa ta'ala".

Taufik Hidayat, student of Islamic communication and broadcasting at the University of

Muhammadiyah Makassar, said that:

"Of course I use this Instagram as a da'wah medium even though I admit that the content I make is still very little

because from me personally, most of the content on my Instagram is someone else's conte which I then edit a little and I share as da'wah content".

Maulana Tahir, a student of Islamic communication and broadcasting at the University of Muarhammadiyah Makassar, said that:

"To be specific about creating content yet, but if you want to share da'wah posts such as pamphlets and da'wah videos quite often".

Aidil Muhammad Khair, Islamic communication and broadcasting student

The University of Muhammadiyah Makassar, said that:

"Yes, I use Instagram to spread kindness or da'wah even if it's only a little and what I do most often is to look for Islamic information or read the content of ustadz da'wah on Instagram".

From interviews with resource persons, we can find out that some students of Islamic communication and broadcasting at the University of Muhammadiyah Makassar we will know that the average student uses Instagram social media as a da'wah medium either as a counter creator or just sharing da'wah content from other creators, because as we know that many features of Instagram are very supportive of da'is to be able to spread da'wah on social media Instagram, which is also that on social media, especially Instagram, there are a lot of people who are quite large from various circles from young to old people so that da'wah has a very good opportunity to

be effectively conveyed to the community anywhere and anytime.

4) In Instagram, there are several models of da'wah content, including videos and photos (posters, etc.), which of these contents, do you think you will find the most often on Instagram?

In social media instagram we will see a lot of content in Instagram which is divided into two parts, namely video content and photos/images, as well as da'wah condensation, there are da'wah videos and images/photos that convey da'wah, so we ask the resource persons what form of content they encounter most often when opening the Instagram homepage.

firmansyah, student of Islamic Communication and Broadcasting University

Muhammadiyah Makassar, said that:

"It's true that the various content that is present on Instagram, whether in the form of photos or videos in da'wah, which I often encounter is in the form of videos and the da'wah is very touching, yes, because directly from Ustad's quotes, Ustadz's lectures that are cut into a duration of only 1 minute or 3 minutes are the longest, so that's what doesn't make me bored and easy to share with others and of course this is usually easier to be understood and easy to remember so that it can be practiced in daily life and thanks to the discovery of da'wah content in the form of videos, that is what makes me interested in playing Instagram and spreading Islamic teachings or spreading goodness

in the form of videos, it is also one of the things that motivates me".

Taufik Hidayat, student of Islamic communication and broadcasting at the University of

Muhammadiyah Makassar, said that:

"If you look at the whole of every da'wah post, I often see both videos and photos, but if asked what content I see the most, I can answer that da'wah content is the most frequent because we see the current social media trend, which is the trend of short videos".

Maulana Tahir, student of Islamic communication and broadcasting at the University of

Muhammadiyah said that:

"Yes, if the content that I encounter most often is da'wah content, but that's because it is indeed video content that I often want to see, but if you are asked about the content of da'wah images, of course, it is also often displayed on my Instagram homepage".

Aidil Muhammad khair is a student of Islamic communication and broadcasting

The University of Muhammadiyah Makassar, said that:

"If we talk about the content that I see the most on my homepage, I probably say that I see and meet the most often is the content of da'wah, lecture videos and Islamic posters or Islamic pamphlets".

As a result of the interview above with the speakers, we students of Islamic communication and broadcasting at the University of

Muhammadiyah Makassar can find out that actually most of the content that we can find on Instagram is various, including content in the form of videos and photos and here the speakers said that actually between the content of da'wah videos and motivational images or Islamic pamphlets they often find, especially with da'wah content in the form of lecture videos that The content is sometimes motivational words or even just showing pictures with sound.

5) Da'wah content in the format of da'wah posters or pamphlets, whether this kind of content can be one of the effective da'wah development media

Instagram social media originally intended as a forum for someone to be able to send their works or share something they like in photo format, but with the development of the current Instagram era, which also continues to change and improve, so that Instagram now also allows us to share something in the form of a video. One of the most is images that share feelings or images that give a special meaning which we often call graphic design, posters, pamphlets which are also often used by da'is who have skills in making Islamic posters, quote pamphlets, or even graphic designs that display or convey a meaning in our Islam.

Firmansyah, student of Islamic communication and broadcasting at the University of

Muhammadiyah Makassar, said that:

"In my opinion, it can be an effective medium for the development

of da'wah because not everyone likes to listen to lectures, sometimes some of us prefer to read and vice versa, there are also people who do not like to read but like to listen. Well, the types of people are different so that if we get such a thing, just adjust to those who like to read, then the most effective thing is to make a poster, if there are people who like to listen, then the most effective is the one who uses videos".

Taufik Hidayat, student of Islamic communication and broadcasting at the University of

Muhammadiyah Makassar, said that:

"Talking about effectiveness, I can say that it is certainly effective, especially to reach people who are not close to the so-called study and so on, so da'wah posters and other da'wah formats that we can see close to all circles are one of the right choices".

Maulana Tahir, a student of Islamic communication and broadcasting at the University of

Muhammadiyah Makassar, said that:

"I think it's quite effective because if we look at the current need for someone who can do graphic design is quite a problem, then the same goes for da'wah content such as posters and pamphlets or graphic images that convey a certain meaning, even if we pay attention to one of the most written da'wah content that is shared by people on all their social media, one of which is the quote writing".

Aidil Muhammad Khair, student of Islamic communication and broadcasting

The University of Muhammadiyah Makassar, said that:

"In my opinion, it is quite effective, especially when the da'wah video that is made is creative so that it makes people who see the video interested, which in essence is how a da'i packs the da'wah in an attractive way, even though da'wah posters and others are just pictures, but if it is well packaged, it will definitely be effective if it is packaged properly".

From the results of the interview, it can be seen that Islamic communication and broadcasting students of the University of Muhammadiyah Makassar said that the da'wah method by using da'wah posters or da'wah pamphlets is considered quite effective. Where we see that on Instagram or even on other social media da'wah content with writing or pictures is quite a lot

shared on all social media with the key that all of it must be packaged as attractive as possible and easy to understand in order to attract the attention of social media users to see it or see it because if we take into account the current state of society, there are still those who have not been touched by da'wah with various reasons for why da'wah with poster or pamphlet models is very effective in spreading advice because it can reach all circles of society.

6) What do you think about Instagram accounts that teach about creating da'wah poster content on Instagram such as the Instagram account

where muslim design community (@muslimcreator)

One of the things that encourages da'wah content on social media is social media accounts, especially Instagram, which teaches us how to make good and correct content and of course interesting on social media, especially Instagram, then one of the Muslim Design Community (@muslimcreator) accounts which teaches someone how to be a good Muslim creator by inviting how to make da'wah videos and posters or panflrt da'wah kemudain attractively in the media Instagram social.

Firmansyah, student of Islamic communication and broadcasting at Universitas

Muhammadiyah Makassar, said that:

"Extraordinarily very creative because I see people who create Instagram accounts as da'wah media, especially on the poster content, not "the video I give a thumbs up, I am very saluted because the goodness taught in Islam is well poured out in the poster with the beauty of the extraordinary design and it is different every day, it is not easy to make a da'wah poster design that is so unique that creative that it was possible. The da'wah message is boring us, but because the editing is good, creative, it makes other people more interested so that it is easy to share with others, I salute very extraordinarily for the people who make da'wah poster content on Instagram to continue to be consistent, continue to be continued,

may Allah Subhanahu Wa Ta'ala repay his kindness, Barakallah fiikum".

Taufik Hidayat, student of Islamic communication and broadcasting at the University of

Muhammadiyah Makassar, said that:

"Yes, of course it is a positive thing that can be said to be good, especially if there are people who read and study it and continue to share it with others as well, such as making da'wah posters that are certainly useful for many people".

Maulana Tahir, a student of Islamic communication and broadcasting at the University of

Muhammadiyah Makassar, said that:

"It's very good because with an account that teaches someone to create Instagram content and is certainly one of the containers where someone who has skills in the field of video editing or graphic design can hone their skills while spreading goodness with their da'wah".

Aidil Muhammad Khair, student of Islamic communication and broadcasting

The University of Muhammadiyah Makassar, said that:

"I think it is very useful so that it can produce many people can make da'wah content and posters so that it is very useful for many people".

Inhibiting factors and supporting factors for students of the Faculty of Islamic Religion, Islamic Communication and Broadcasting

Study Program, University of Muhammadiyah Makassar in accessing the Muslim design community Instagram account.

A student certainly needs to know the right way to make da'wah content on Instagram, that's why many Instagram accounts such as Muslim Design Community (@muslimcreator) are here to provide knowledge on how to da'wah on social media, especially Instagram about making good da'wah content and can attract many people to be able to see and follow the da'wah content we make, so we need to know what are our supporting and inhibiting factors in Access Instagram accounts that teach how to create the right content as follows:

a) Factors that hinder Islamic communication and broadcasting students of the University of Muhammadiyah Makassar in accessing Instagram accounts that teach knowledge about creating content such as Muslim design community (@muslimcreator accounts).

To find out about Instagram accounts that teach knowledge on how to create good and interesting da'wah content such as Muslim design community (@muslimcreator) accounts, of course, there are inhibiting factors.

Firmansyah, student of Islamic communication and broadcasting at the University of

Muhammadiyah Makassar, said that:

"One of the obstacles to a person in accessing accounts that teach

knowledge in making good da'wah content is because the lack of promotion of these accounts is due to the number of their followers that are not too many so that it is difficult to find even though not all of them are like that".

Taufik Hidayat, student of Islamic communication and broadcasting at the University of

Muhammadiyah Makassar, said that:

"One of the things that hinders a student in attacking Instagram accounts that teach knowledge about da'wah content is because accounts that teach knowledge about da'wah content such as the Muslim Design Community (@muslimcreator) account are still very few so it is difficult to know".

Maulana Tahir, student of Islamic communication and broadcasting at the University of

Muhammadiyah Makassar, said that:

"Maybe one of the obstacles is that he is the da'i himself who wants to start making da'wah content on Instagram but in terms of knowledge or skills is still lacking and may even be lazy in learning about it".

Aidil Muhammad Khair, a student of Islamic communication and broadcasting at the University of Muhammadiyah Makassar, said that:

"Maybe one of the obstacles that I feel is that there are Instagram accounts that only teach the basics to their followers and

the rest is paid knowledge so that some who want the account feel heavy in accessing it".

From the results of the interview, we can find out what factors hinder an Islamic communication and broadcasting student from accessing Instagram accounts that teach about making correct and interesting da'wah content.

1) Lack of followers which makes the account difficult to find

One of the systems that exist on almost all social media is that only accounts with a lot of followers continue to appear on the user's homepage while other Instagram accounts that have a follower edit are rarely shown to their users.

2) There are still a few accounts that teach how to create content

One of the problems for students to access me Instagram is because there are still very few Muslim Design Community (@muslimcreator) accounts so it is difficult to find out.

3) The laziness of the preacher himself in accessing the Muslim Design Community (@muslimcreator) account and others

One of the problems that is often encountered is in da'i who want to do da'wah through Instagram social media but are lazy to access

Instagram accounts that teach you how to create good and interesting content.

4) Paid content

As we know, there is an Instagram account that teaches for free, basically

on Instagram, and if you want to explore it, then there are classes, especially which of course are paid, so sometimes people who want to delve into it in creating da'wah content are constrained because of the cost which sometimes makes someone lazy in accessing accounts that teach knowledge about da'wah content on Instagram.

b) Supporting factors for Islamic communication and broadcasting students of the University of Muhammadiyah Makassar in accessing Instagram accounts that teach knowledge about creating content such as Muslim design community (@muslimcreator accounts).

To find out the Instagram accounts that teach knowledge on how to create good and interesting da'wah content such as the Muslim Design Community (@muslimcreator) account, of course, it is good if we also know what supporting factors make a student in making it happen.

Firmansyah, a student of Islamic communication and broadcasting at the University of

Muhammadiyah Makassar, said that:

"One of the supporting factors for a student in accessing an Instagram account that teaches the science of creating da'wah content such as the Muslim Design Community (@muslimcreator) and others is because almost all students now have a smartphone which is a tool to access the account".

Taufik Hidayat, student of Islamic communication and broadcasting at the University of

Muhammadiyah Makassar, said that:

"Of course, one of the supporting factors for students in accessing my account is the most important thing, of course, is the content of the da'wah internet quota because we as students will certainly have a hard time being able to have a quota every day and as we know Instagram, one of the social media that is wasteful of data/quota, it is better to use fast internet".

Maulana Tahir, a student of Islamic communication and broadcasting at the University of

Muhammadiyah Makassar, stated that:

"One of the supporters for students is of course to know what kind of content they want to create and learn from accounts that teach about making da'wah content because we know that da'wah content is many kinds so we need to first know what kind of content we want to make so that it is easier for us to access the accounts we want to learn such as the Muslim Design Community (@muslimcreator) which teaches about making da'wah posters or pamphlets".

Aidil Muhammad Khair, student of Islamic communication and broadcasting

The University of Muhammadiyah Makassar, said that:

"One of our supporters to be able to access, of course, we must share the

basic knowledge and skills first so that we know how and how to manage the content".

From the results of the interview above, it can be seen that the supporting factors for Islamic communication and broadcasting students at the University of Muhammadiyah

Makassar in accessing the Muslim design community Instagram account (@muslimcreator) as follows:

1) Many smartphone users

One of the important things that allows us to access Instagram accounts that teach the science of making da'wah content is a smartphone or it can also be from a laptop that can help us access accounts such as the Muslim Design Community (@muslimcreator).

2) Fast and large internet quota

We cannot deny that the existence of a large and fast internet quota is one of the important things for us to be able to access accounts such as the Muslim Design Community (@muslimcreator) which teaches the science of da'wah content because as we know that

Instagram is one of the social media that requires a lot of fast internet quota.

3) Know the content we want

One of the supporters that makes it easier for us to access accounts such as the Muslim Design Community (@muslimcreator) which teaches the science of making da'wah content is that we know what kind of content we want so that it can make it easier for us to become accounts that spread the science of da'wah content such as the Muslim Design Community (@muslimcreator) which teaches how to create da'wah content on Instagram such as da'wah video content and da'wah pamphlets.

4) Have basic knowledge

One of the supporters that makes it easier for us to access accounts such as the Muslim Design Community (@muslimcreator) is that we have basic knowledge first, such as the knowledge of how to operate Instagram well, then knowing the features of Instagram itself which will later help us in learning knowledge in the da'wah content itself.

CONCLUSION

The majority of students of the Islamic Communication and Broadcasting Study Program have been actively using Instagram social media since high school, showing a wide spread among young people from secondary to elementary education levels. Instagram is used as a medium to expand relationships, channel creativity,

and promote business. For these students, Instagram is also considered important in the development of Islam, especially in da'wah, where this platform is effective in reaching worshippers who may not be comfortable with direct da'wah.

The da'wah method through posters or pamphlets is considered effective because interesting and easy-to-understand content can reach all walks of life, especially those who have not

been touched by direct da'wah. However, several factors hinder students from accessing Instagram accounts that teach da'wah content creation, such as a small number of followers, a lack of accounts that provide content creation guidance, and technical and financial obstacles such as access to paid content. On the other

hand, supporting factors such as ease of internet access and understanding of the desired content facilitate students in accessing and using relevant Instagram accounts, such as the Muslim Design Community (@muslimcreator).

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