

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

**Da'wah Activities Through Da'wah Posters on Instagram Social
Media Study Program Student Association Islamic
Communication and Broadcasting University
Muhammadiyah Makassar**

*Aktivitas Dakwah Melalui Poster Dakwah Di Media Sosial Instagram
Himpunan Mahasiswa Program Studi Komunikasi Dan Penyiaran Islam
Universitas Muhammadiyah Makassar*

Ayu Alfa¹, Meisil B. Wulur², M. Zakaria Al-Anshori³
University of Muhammadiyah Makassar | ayualfa.zkdlin@gmail.com
University of Muhammadiyah Makassar | meisilbwulur1581@gmail.com
University of Muhammadiyah Makassar | zakaria71@unismuh.ac.id

Abstract

Keywords: Da'wah
Activities;
Instagram; Poster;
Himaprodi

This research aims to find out da'wah activities through da'wah posters on the Instagram account of the Student Association of the Islamic Communication and Broadcasting Study Program; To find out how to increase da'wah activities through the Instagram da'wah poster of the Islamic Communication and Broadcasting Study Program Student Association and to find out the factors that affect da'wah activities through the da'wah poster on the Instagram account of the Islamic Communication and Broadcasting Study Program Student Association. In this study, it was found that all kinds of activities of the student association of the Islamic Communication and Broadcasting Study Program, University of Muhammadiyah Makassar, especially in the field of da'wah, were taken over by the responsible field, namely the field of public relations & IT by utilizing one of the Instagram social media. One of the media used for preaching is Instagram by utilizing various features on the Instagram application. By posting da'wah posters every three times a week.

Abstract

Kata Kunci:
Aktivitas Dakwah;
Instagram; Poster;
Himaprodi

Penelitian ini bertujuan untuk mengetahui aktivitas dakwah melalui poster dakwah dalam akun Instagram Himpunan Mahasiswa Program Studi Komunikasi dan Penyiaran Islam; Untuk mengetahui cara meningkatkan aktivitas dakwah melalui poster dakwah Instagram Himpunan

Mahasiswa Program Studi Komunikasi dan Penyiaran Islam dan untuk mengetahui faktor-faktor yang mempengaruhi aktivitas dakwah melalui poster dakwah dalam akun Instagram Himpunan Mahasiswa Program Studi Komunikasi dan Penyiaran Islam. Dalam penelitian ini ditemukan bahwa segala macam aktivitas himpunan mahasiswa program studi komunikasi dan penyiaran islam universitas muhammadiyah makassar khususnya di bidang dakwah diambil alih oleh bidang yang bertanggung jawab yaitu bidang humas & IT dengan memanfaatkan salah satu media sosial Instagram. Salah satu media yang digunakan untuk berdakwah yaitu instagram dengan memanfaatkan berbagai fitur pada aplikasi instagram. Dengan cara memposting poster dakwah setiap tiga kali dalam sepekan.

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.

Instagram is an application that can be used through tools such as smartphones whose main function is as a place to share and take photos and videos using digital filters and share the results of these photos and videos on the Instagram social networking service that has been provided. Instagram has been growing since 2010 under the company Burbn, Inc., a company that has a focus on the field of mobile applications carried out by 2 *Chief Executive Officers* (CEOs), namely Kevin Systrom and Mike Krieger. Anugrah Ayu, 2019)

Visual da'wah communication is an activity carried out to convey information or a message inviting people to do amar ma'ruf nahi munkar in accordance with the guidelines in the Qur'an and As-Sunnah, which of course by utilizing visual communication media such as Instagram, (Nilnah, 2016). One of the Instagram accounts that makes Instagram a visual da'wah communication medium is the @himaprodi_kpi_unismuh account. This account is one of the accounts created by the Student Association of the Islamic Communication and Broadcasting Study Program, University of Muhammadiyah Makassar.

Instagram account @himaprodi_kpi_unismuh displays special content about da'wah through graphic design. And of course, there are several things that make researchers interested in researching the account; First, because the account is managed by a student association that utilizes visual communication in the form of posters as a means of preaching. Second,

an attractive, creative, and rich design with a da'wah message.

Therefore, this study aims to identify the factors that affect da'wah activities through da'wah posters and provide recommendations to increase da'wah activities through da'wah posters.

This research is relevant to the da'wah industry and graphic design because it can provide guidance in making da'wah posters that are effective and in accordance with the context of the intended community. In addition, this research can also contribute to the development of more effective da'wah media and can reach more people.

RESEARCH METHODS

This type of research is a descriptive qualitative research, which is a research intended to describe and analyze phenomena, events, activities, social, behavior, beliefs, assumptions, thoughts of people, both people and groups.

This study uses a qualitative descriptive approach. Descriptive is an approach in studying the status of a group of people, objects, circumstances, a system of thought or a class of events at the present time.

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. In this study, the primary data is posts in the form of posters shared through Instagram @himaprodi_kpi_unismuh accounts. 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

Da'wah Activities

The word activity according to the great Indonesian dictionary (2024), "activity is activity, activities, busyness or it can also mean work or one of the work activities carried out by each part of an organization or institution."

Meanwhile, according to the great dictionary of science, that is, acting on the self of every existence or creature that makes or produces something, with activity marking the special relationship of humans with the world. Man acts as a subject, nature as an object.

Viewed from the point of view of etymology or language, according to

Saputra (2011) da'wah comes from the Arabic language, which means calling, invitation, or exclamation. According to Arabic grammar, the word da'wah is in the form of "isim masdar" which comes from fiil (verb) "*da'a*" (دعا) "*yad'u*" (يدعو) "*da'watan*" (دعوة) which means to call, invite, or call.

Meanwhile, terminologically, according to Umar, quoted in Amin (2009) defines da'wah as calling on mankind in a good way to the right path in accordance with God's commands for their salvation and prosperity in this world and the hereafter.

Da'wah Poster

According to Rahmat, posters are one of the products of visual communication design that is considered to have very high visual power. Posters are able to inform the content of the message very quickly, even in a matter of seconds the message can be conveyed to the audience. Lori Siebert and Lisa Ballard as quoted by Rakhmat, stated that posters are able to steal the attention of a moving audience and the message is easy to convey.

The content of the poster can be in the form of writing and images or a combination of both. Posters can be used as a publication medium that is thick with the nuances of invitations and appeals. Usually this poster is made for promotional purposes or public service advertisements. Generally, posters are installed in public facilities or in strategic places such as markets, schools,

hospitals, red light intersections, city parks, and other crowded places.

Mass Media

Mass media is an extraordinary technological invention, which allows people to communicate not only with communicators who may never be seen but also with future generations. Thus, the mass media can overcome obstacles in the form of restrictions held by time, place and geographical conditions. The use of mass media therefore allows communication with a larger number of people. (Jahi Amri, 1998)

The influence of mass media in the life of da'wah in the life of da'wah is a separate study in da'wah communication. The media has the ability to influence public opinion and people's behavior. The media has an important role in conveying work programs, da'wah messages to form the image of the party or candidate. The influence of the mass media is so great, a number of parties use it for inappropriate purposes to kill someone's character and spread issues to bring down their da'wah opponents.

Instagram Social Media

Social media is a medium on the internet that allows users to represent themselves or interact, cooperate, share, communicate with other users, and form social bonds virtually (Rulli Nasrullah, 2015)

Social media is an information technology based on the internet as a means of communication or as a

promotional medium in business. The types of social media according to are as follows: blog, twitter, instagram, facebook, Whatsapp and line.

Instagram is one of the popular social media among the people of Indonesia. Instagram ranks fourth with the most active users in Indonesia after *Youtube, Facebook, and WhatsApp* (Statista, 2018). The popularity of Instagram, which comes with the approach of sharing photos or short videos, is used by a number of groups, including preachers (Suharto, 2020). Preachers generally preach through videos using Instagram.

Background of the Student Association of the Islamic Communication and Broadcasting Study Program, University of Muhammadiyah Makassar

Geographically, the secretariat of the Islamic Communication and Broadcasting Study Program Student Association is located on Jl. Sultan Alauddin No. 259, Gunung Sari, Makassar City. The location is adjacent to the campus of the University of Muhammadiyah Makassar and the KH Djamaluddin Amien Student Islamic Boarding School (Pesmadina).

virtually, the Student Association of the Islamic Communication and Broadcasting Study Program of the University of Muhammadiyah Makassar can be visited on various social media platforms, including: 1) Facebook with URL address:

<https://www.facebook.com/HimaprodiKpiUnismuh> Makassar; 2) Instagram with URL address: https://www.instagram.com/himaprodi_kpi_unismuh or username: @himaprodi_kpi_unismuh; 3) Fanspage: Islamic Broadcasting Communication Study Program Student Association and 4) Email: himaprodikpi.unismuh@gmail.com.

The vision is to realize a Solid, Innovative and Extensive KPI Himaprodi. The Missions are: 1) Fostering a sense of faith and piety to Allah SWT; 2) Maintain communication between fellow administrators so that harmony is created; 3) Strengthening Islamic ukhuwah between fellow institutions in FAI and KPI Unismuh Makassar students; 4) Embracing and accommodating all students majoring in Islamic Communication and Broadcasting in the academic and non-academic fields to develop their talents.

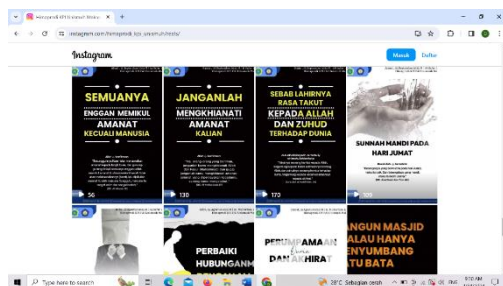
Instagram account of the Student Association of the Islamic Communication and Broadcasting Study Program, Faculty of Islamic Religion, University of Muhammadiyah Makassar

Nowadays, the delivery of da'wah is not enough by using conventional methods such as oral media because da'wah through conventional means is limited with space and time, the development of communication media plus the birth of

various social media platforms must be used by da'i or da'wah activists to take advantage of the social media that exists today so that the da'wah conveyed can be widely reached.

All kinds of activities of the student association of the Islamic communication and broadcasting study program of the University of Muhammadiyah Makassar, especially in the field of da'wah, were taken over by the responsible field, namely the field of public relations & IT by utilizing one of the Instagram social media. The field of public relations & IT has main tasks, namely: (Interview with the Head of Public Relations and IT, Jumriani, 2024)

1. As the Operational Implementer of the Special Work Field on Publications, Documentation, Communication and Information in the field of multimedia and in oral form.
2. Designing, determining, and regulating all promotions in the



Department of the Student Association of the Islamic Communication and Broadcasting Study Program, University of Muhammadiyah Makassar both through print and electronic media.

3. Optimizing and publishing the latest information through Social Media of the Student Association of the Islamic Communication and Broadcasting Study Program, University of Muhammadiyah Makassar
4. Responsible for managing and maintaining the wall magazine of the Student Association of the Islamic Communication and Broadcasting Study Program, University of Muhammadiyah Makassar.

In a week, the kpi study program posted da'wah posters on @himaprodi_kpi_unismuh's Instagram account three times. And of course it will not always go smoothly, as for the obstacles experienced by the Public Relations and IT sectors in posting a da'wah poster on social media, especially on @himaprodi_kpi_unismuh accounts. The inhibiting factors are caused by an unstable network and running out of quota when posting da'wah posters. However, there is a solution behind these inhibiting factors, namely if the network is less stable, it will be taken over by other field members, and if the quota runs out, the quota will be facilitated by the treasurer team.

Figure 1.1 Display of Da'wah Posters on Instagram Accounts @himaprodi_kpi_unismuh

From the image above, da'wah activities through da'wah posters are made as attractive as possible to attract those who see the poster, in addition to

attracting the account to post da'wah posters in the form of video reels so that it makes it more interesting. The da'wah posters made can be well received by those who see them, especially among students.

The various da'wah messages through da'wah posters uploaded on @himaprodi_kpi_unismuh account include the following:

Posts About Students



Figure 1.2 Da'wah Poster on Instagram Account @himaprodi_kpi_unismuh

The da'wah message written in the picture above is "the disease of the students of knowledge" then followed by an expression narrated by Imam Shafi'i (may Allah have mercy on him).

From the da'wah poster, we want to provide information that like this last generation, many have neglected the message of Imam Shafii. Many knowledge seekers are impatient during the process of seeking knowledge, especially in exploring religious knowledge. Their burning spirit

overwhelms their patience to sit in the assembly of knowledge. They are negligent or do not know that knowledge is different from information. Knowledge is rules that are systematically arranged. Science is not the same as reading a five-minute or ten-minute newspaper. Studying must pay attention to methods. Which must be learned for beginners, which must be learned for advanced and all of that requires a high level of patience.

There are many stories of salaf scholars who describe their patience in pursuing knowledge, among them, Al-Muzani once said, "I have been reading the book ar-Risalah of as-Shafi'i since fifty years ago and every time I read it I find a faidah that has not been found before." See, al-Muzani is a fakih, a fakih who is willing to read a book over and over again, what about those of us who are far from the ability of salaf scholars, who are lazy to study a science, lazy to listen to the teacher's explanation, who are tired of studying a discourse of ignorance.

Sa'addu ad-Din at-Taftazani often cried because he could not understand his teacher's explanation, but he continued to be patient until he really understood it. Pay attention to the level of patience of the scholars. If we look at this last generation, many of them can't wait to sit for a long time in the assembly of knowledge. A heartbreaking scene where they do not yet have the capability of a science, have not followed the path of the salafush

salih in pursuing knowledge but have dared to attribute the title of alim to themselves and convey knowledge that is not their capacity.

Posts About Fasting



Figure 1.3 Da'wah Poster on Instagram Account @himaprodi_kpi_unismuh

From the poster above, there is a message that reads "Fasting Is a Shield"

then followed by a hadith narrated by HR. Bukhaari and Muslims. What is meant by fasting as (جُنَّة) (shield) is that fasting will be a protector that will protect the perpetrator in this world and also in the hereafter.

As for the world, it will be a protector who will prevent him from following the temptation of the forbidden orgasm during fasting. Therefore it is not permissible for a fasting person to repay the one who persecutes him with a similar reply, so that if anyone reproaches or insults him, he should say, "I am fasting."

As for the hereafter, fasting becomes a shield from the fire of hell, which will protect and hinder itself from the fire of hell on the Day of Resurrection (See *Sharh Arba'in An-Nawawiyah*, Shaykh Ibn 'Uthaymeen (may Allah have mercy on him)).

CONCLUSION

Based on the results of the analysis of Da'wah Activities Through Da'wah Posters on Instagram Social Media, the Student Association of the Islamic Communication and Broadcasting Study Program, University of Muhammadiyah Makassar, in this chapter the researcher will present the conclusions based on the formulation of the problem in Chapter 1. The conclusion is as follows:

Da'wah activities of the Student Association of the Islamic Communication and Broadcasting

Study Program of the University of Muhammadiyah Makassar through da'wah posters on Instagram, All kinds of activities of the student association of the Islamic Communication and Broadcasting Study Program of the University of Muhammadiyah Makassar, especially in the field of da'wah, are taken over by the responsible field, namely the field of public relations & IT by utilizing one of Instagram's social media. One of the media used for preaching is Instagram by utilizing various features on the

Instagram application. By posting da'wah posters every three times a week.

The way to increase da'wah activities through da'wah posters is that the da'wah field collaborates with the public relations and IT fields where the da'wah field looks for da'wah materials to be discussed, then the public relations and IT fields make the design as attractive as possible. The public relations and IT fields are more often using the video reels feature on Instagram because Instagram users are more interested in messages made in the form of videos.

The factors that affect da'wah activities through da'wah posters are the

inhibiting factors that are caused by an unstable network and running out of quota when posting da'wah posters. However, there is a solution behind these inhibiting factors, namely if the network is less stable, it will be taken over by other field members, and if the quota runs out, the quota will be facilitated by the treasurer team. As for my supporters, it is that its dissemination becomes much easier, practical, fast, and reaches a very wide audience so that every preacher has the opportunity to broadcast his da'wah messages to all corners of the world virtually.

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), *Instagram Da'wah (Analysis of Teun A Van Dijk's Discourse on @Nunuzo Account)*. Script. Surakarta: Surakarta State Islamic Religious Institute.
- 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
- <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>
- 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: Strategic 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 Syakhsyah 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: Simbiosis Rekatama Media)
- Samsul Munir Amin (2009), *Da'wah Science*. (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