DA'WAH THROUGH INSTAGRAM
IN THE VIEW OF MILLENIALS

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Abstract

This article aims to find out and analyze the effectiveness of da'wah on social media Instagram among millennials. The main problem is divided into two sub-problems, namely: Millennial views on da'wah on Instagram and factors supporting and inhibiting da'wah on Instagram among millennials. This type of research is qualitative research. Sources of research data were obtained directly from several youth leaders, then the data collection methods used were observation, interviews and documentation as well as searches from various literatures or references. Data processing and analysis techniques were carried out through three stages, namely data reduction, data presentation and conclusion drawing. The results of this discussion indicate that Instagram is still considered effective to be used as a propaganda medium. With this facility, it will facilitate da'wah among millennials, the sophistication of information media and technology to answer all today's human needs. Then, the supporting factors for Instagram for millennials are the number of Instagram social media users and the ease of operating Instagram social media. The inhibiting factor is that the duration of time in videos on Instagram is quite small and the quota is limited because it is related to the economy. Dai can make it easier to convey da'wah messages, especially for millennials, with Instagram it can make it easier to access information or da'wah messages conveyed by dai or da'wah actors.

Keywords: Da'wah, Social Media, Instagram, Millennials.

A. INTRODUCTION

In the current era, the development of the internet has begun to penetrate and gain a strong position in the rows of mass media that previously existed such as newspapers, magazines, radio, and television. Through hardware and software, a person can easily get the desired information only through a computer equipped with a modem connected to the telephone network. Even the internet is no longer something that is

considered just a medium in the sense of an intermediary that delivers messages from one party to another, but a space for religious expression.

The development of the 21st century, communication technology is increasingly diverse and increasingly sophisticated in people's lives and cannot be avoided. The internet is not only through a computer equipped with a connected modem, but internet usage can be used using Wi-Fi, it can even be used with Android or smartphones.

The existence of the internet as a new media has the advantage of presenting a variety of actual information. Features on the internet called social networks such as YouTube, WhatsApp, Facebook, Twitter, Tiktok, Instagram and many more social media What the internet provides allows users to choose how to communicate and share information. Then the things that make the internet feature instantaneous make most of its users feel comfortable so many use the internet as a necessity. The internet is inhabited by millions of people who use it every day to communicate and find information.

Instagram is one of the most popular social media in the world and even in Indonesia. Instagram ranks fourth with the most active users in Indonesia after YouTube, Facebook, and WhatsApp. The popularity of Instagram, which comes with an approach to sharing photos or short videos, is used by a number of people, including preachers or preachers. The preachers generally preach through videos by using Instagram. They package creative da'wah concepts through videos on Instagram to educate, motivate or change the behavior of da'wah targets (Instagram users) to become more religious.

Instagram is a new medium of communication technology that is growing so fast, sophisticated and without limits, this big development was not planned. Communication technology is faced with various changes in aspects of people's lives. This is due to the rapid development of science and

technology, as well as globalization that has hit the world so that humans are required to keep up with the times. Instagram users in Indonesia are not only limited to uploading photos and lifestyle trends in their daily activities, but some Instagram users in Indonesia have used it as a medium for preaching.

Instagram can be an alternative media in developing Islamic religious symbols in the form of images accompanied by writings or arguments for spreading Islamic da'wah. 11 Through internet media, especially Instagram, you can write messages through social networks, now it is increasingly needed for da'wah interpreters who are familiar with information and communication technology. at the same time understand the techniques and strategies of media utilization.

Along with the development of civilization and technological sophistication, da'wah as a communication is required to be more effective and efficient, so that it will make da'wah more communicative. The existence of a da'i basically determines the success of da'wah work, because the condition of the Muslim community in Indonesia in general is still paternalistic, which is still very dependent on the figure of a figure or figures. The success of a da'wah really depends on the person who carries the da'wah itself, who is now more popularly called a da'i.

To deliver religious messages, a da'wah interpreter no longer has to present the target community sitting in front of their eyes. Through the internet media can write messages through social networks, especially Instagram. Therefore, the author will describe the extent of the effectiveness of da'wah through social media, especially Instagram among millennials.

B. RESULTS
Da'wah and its effectiveness

The process of delivering certain messages in the form of invitations, calls, invitations, to follow the message or call with the aim of encouraging

someone to carry out certain goals. Therefore, in the activity there is a process of inviting, so the person who invites is called dai and the person who is invited is called mad'u.

Related to the effectiveness of da'wah, it is necessary to break down the definition of effectiveness so that it can be used as a reference in understanding and measuring related to the implementation of da'wah. The definition of effectiveness is a measure of the level of success or success of an activity carried out by determining achievement targets at the beginning of the activity. Based on this definition, it can be concluded that the effectiveness of da'wah is the success or success of da'wah activities in achieving the targets that have been determined.

To achieve the effectiveness of da'wah requires knowledge and understanding related to the elements of da'wah so that da'wah management can be determined. The elements of da'wah consist of;

a. Dai (Subject of Da'wah) must now be able to keep up with the times. It cannot be separated from that description, a preacher must be able to take advantage of the latest information technology, namely the mass media, because the use of mass media by preachers is very vital.

b. Mad'u (objects of da'wah) are those who are the target recipients of da'wah messages

c. Da'wah Materials (Maudhu' al-Da'wah) Da'wah materials or messages are messages in the form of Islamic teachings or anything that must be conveyed by the subject to the object of da'wah, namely the entire Islamic teachings contained in the Book of Allah and the Sunnah of the Prophet. The message of da'wah contains all materials or subjects containing religious lessons that will be conveyed by the dai to mad'ü in a da'wah activity in order to achieve the goals that have been determined.

d. Media or Wasilah (Da'wah Media) is everything that can be used as a tool for da'wah activities in achieving predetermined goals. The media used must of course be in accordance with the da'wah method (adjusted to the needs), so that the da'wah message can be conveyed neatly and precisely.

e. Uslub (Method of Da'wah) varies depending on the situation and conditions, its essence is in the effectiveness and efficiency of the information (message of da'wah) to the target. The method is derived from the Latin language from two root words, namely meta which means through and hodos which means way or way. In Greek, the method comes from the root word methodos which means way. In German, the method comes from the root word methodica which means teaching about method. Whereas in Arabic, the method is called tariq or tariqah which means the way or way. These words are identical to the word al-Uslub.

After understanding the components of da'wah, it is also important to understand the barometer or measurement that can be used as a basis for knowing the effectiveness of the da'wah being carried out, one of which is by understanding the characteristics of the effectiveness of the da'wah which consists of:

a. Mad'u understands the message conveyed as intended by the dai
b. Da'wah activities are able to make mad'u feel happy.
c. Da'wah is able to influence the attitude of mad'u
d. Da'wah is able to foster good social relations
e. Da'wah succeeded in producing the desired action.

Observing the characteristics of an effective da'wah above can be used as a barometer in evaluating da'wah activities, showing that da'wah

activities require competence and support, including in terms of media in preaching.

Instagram Social Media

Instagram is one of the new media that has been widely known in general by internet users around the world. Instagram is a microblogging application whose main function is as a means of downloading photos that allows users to take photos, apply digital filters, and share them on various social networks.

Instagram was developed by Kevin Systrom and Mike Krieger. Instagram is currently one of the largest social media platforms in the world, including in Indonesia. There are more than 1 billion Instagram users, this is possible because Instagram is famous for its ability to generate the highest level of engagement among users. Over the past few years, the features on Instagram have been constantly changing. Despite deleting some features, Instagram continues to innovate by releasing the latest features so that users don't move to other social media platforms.

Today, Instagram is one of the most popular social media platforms. There are several Instagram functions that can be known, namely;

a. Instagram Questions was introduced in July 2018. Instagram Questions serves to allow users to answer questions posed by their followers.
b. Instagram Direct is an Instagram feature that allows you to share photos, videos, hashtag pages, profiles, and locations with one person or a small group of people (up to 15 people) directly from the user's news feed.
c. Instagram Stories is a feature that allows users to post a selection of photos/videos into a single story

d. Instagram Videos have the same functionality as regular photo posts. However, videos are up to 60 seconds long which are useful for explaining and promoting products.

e. Instagram Live Video Features and functions of Instagram Live Video are different from regular Instagram videos because this feature is broadcast live or in real time. The way it works is, followers will get a push notification letting them know that you are going to have a live video. Followers can comment or like your live video stream in real time,

f. Instagram TV or IGTV is an application within Instagram that gives its users the ability to share videos up to one hour long such as TV episodes. This is a feature content creators who love video content will love,

g. Instagram Stories. The Instagram Stories feature and function is one of the biggest and significant additions for businesses who rely on Instagram as their marketing platform.

The various functions offered through the features on the Instagram social media application allow users to be creative in using Instagram as a medium for the convenience and smoothness of the activities they carry out, including da'wah activities.

Millennials

The millennial generation (the generation based on demographics and also known as Y generation) is a hot topic of conversation because it was born during the information and communication technology revolution and has a fairly large population, which is approximately 34 percent of the Indonesian population. Generally, the millennial generation was born in the range of 1981 to 1994. Thus, this generation is those aged 15 to 35 years.

This generation is already familiar with technology such as computers, video games, and smartphones.

Millennials have the following characteristics: self-confident, optimistic, expressive, free, and like challenges, in terms of behavior and habits, millennials have a fairly high level of enthusiasm for the use of technology. This is one of the factors supporting the ease with which millennials become producers and consumers of da'wah on social media such as Instagram.

Seeing the development and users of social media, especially Instagram in Indonesia, Instagram is not only used as a place to only share personal photos. However, it can be used as an opportunity to spread goodness, one of which is by preaching. Technological developments no longer make da'wah only done on the pulpit and taklim assemblies. The use of social media can be considered as a means and strategy for da'wah.

Not just to stay in touch, social media is the right and effective vehicle for preaching. This is because social media is used by people from various ages and professions around the world. Da'wah can be done anywhere and anytime.

Millennial Views on Da'wah on Instagram

Human civilization in the millennial era is an era of sophisticated information technology. John Naisbitt, said "we are moving to word the capability to communicate anything to anyone, anywhere, any from-voice, data, text or image at the speed of light. whatever (be it) voice, data, text or images (images) with (using the speed of sound).

In the context of Islamic da'wah, we must be able to dialogue with modern culture and actively fill it with Islamic substance and nuances. This

can only be done if you understand the currents of globalization correctly and are not left behind with actual information from foreign countries.

According to futurologist John Naisbitt: "The new source of power is not money in the hands of a few but information in the hands of money"38 (Today's new power is not a treasure in the hands of a few people but an information network in the hands of many).

This expression is a bit of a picture of the information age that is globalized and that stands in front of Muslims everywhere on this earth.

It is necessary to develop a da'wah system that uses and selects efficient and clean information technology in accordance with the nature of mankind. This has arrived at a time where the preachers are faced with a very complex challenge to find solutions in providing problem solving. The preachers are required to be able to translate the message of Islam in accordance with modern da'wah management. effectively and efficiently to the wider community. Makaslam will be wider in scope and easy to understand and not misunderstood by non-Muslims.

The era of technological progress is not an obstacle, but a challenge. The millennial (young) generation must be able to maximize technological advances for something useful. Not the other way around, abusing it to trigger a commotion or cause unrest. In this millennial era, the use of social media technology is very widely touching various levels of Indonesian society, ranging from urban communities to people in rural areas who are far away. From adolescence to adulthood, it is almost certain that they have tasted various kinds of social media available, starting from Facebook, Instagram, Twitter, YouTube, or WhatsApp. These various media are very good if they are used for useful things, such as preaching.

Da'wah is an activity to invite or call upon the Creator. With the development of the era, the demands of Islamic da'wah are also becoming increasingly important. The number of thoughts and movements that are contrary to Islam makes the younger generation of Islam seem to have lost their identity, so that some of them are trapped in radical ideas. In this regard, preachers are required to be more creative in designing and creating forms of da'wah so that they do not seem out of date. Preaching activities in the millennial era require their existence and have various benefits, including:

a. Millennials' da'wah prevents apostasy. Recently, we often hear about apostasy activities against Muslims. If we explore: the reasons for this vary, but what often happens is the economic factor. Many who have weak economic power are very risky to change beliefs. They are lured with material with the aim of improving a better standard of living. However, if the red thread is drawn, it turns out that the main reason is weak faith and may not be touched by da'wah so that they can change beliefs.

b. The rise of Western culture that is not in accordance with Islamic teachings. This is a concern for Muslims, that western culture has entered the Muslim generation. Almost all media have been controlled by mostly non-Muslims, so they easily enter programs that will damage the younger generation of Islam, especially in the moral aspect. The millennial generation is presented with films, comics, television broadcasts that are related to Islam. Many millennials are stuck with free sex behavior, drinking and so on.

c. The baton to the era of Islamic glory. One strategy that can be used so that the next generation understands the teachings of Islam, of course, through Islamic da'wah. With da'wah, Islamic sciences will not fade and will continue to grow. Islamic da'wah that is carried

out can also be done in various ways, for example through books, internet media. YouTube, WhatsApp, Facebook and other social media. Preaching in the millennial era is faced with the rapid development of technology.

Da'wah must adapt to the development of devices that continue to grow rapidly. Also, it is demanded to be able to be accessed quickly with interesting content in digital form. Especially in the millennial era, which tends to depend on the internet, daily activities tend to use modern media. So the study of the millennial era is especially important to study to find out what kind of da'wah approach can be used to achieve success in preaching.

Several studies on the millennial generation describe those who are categorized as millennials in communicating a lot using instant communication technologies such as Facebook, YouTube, Tiktok, Instagram, WhatsApp and Twitter. They also like to play online games. This generation is known to be very happy to spend their lives on online media networks. This generation sees the world not directly but lives in cyberspace. Starting from communicating, shopping online. Also get information, and other activities.

This is a challenge as well as an opportunity for da'wah that must be executed. For that, there are two things that can be done. First, related to the use of propaganda media. In today's digital era, gadgets and social media cannot be separated from the millennial generation. So, gadgets and social media must be used as wasilah for da'wah. Da'wah messages must be packaged through content that is familiar to the current generation. The use of a da'wah portal with content is not always in the form of writing. But it can also be packaged in the form of vlogs, sound cloud, infographics, and also memes, uploaded on YouTube so that da'wah is more widespread. Da'wah can also be done online by using YouTube. Instagram, and so on,

before finally being phenomenal offline. Second, the packaging of da'wah messages must be attractive. Because, no matter how good the da'wah material is without being supported by attractive packaging, people sometimes leave it behind. With these two approaches, the challenges of da'wah to the millennial generation can be passed and resolved properly.

Now this is the millennial era by using strategies through new media such as the internet and other social media. Now it's just a matter of how the da'wah interpreters or da'wah actors use modern communication media in such a way for constructive and useful things for the benefit of da'wah.

Supporters of the Effectiveness of Da'wah on Instagram Among Millennials.

Instagram users

As previously explained, since the release of Instagram many years ago, its users are increasing until now. This is of course beneficial for da'wah and mad'u actors to convey da'wah messages through social media Instagram.

Easy to operate

Because of the convenience it provides, it makes Instagram a very fast media that attracts people to use it. Such as posting photos or videos, giving likes and comments to posts, following up to searching relevant to hashtags can also be done very easily.

Barriers to the Effectiveness of Da'wah on Instagram for Millennials

Short Video (Limited in duration)

In Instagram's social media features, there is a limited video duration. This limitation is a factor causing many problems. With short videos sometimes cause misunderstandings. By distributing short videos, it is

necessary to view the video in full. There are many misunderstandings in the community because of the pieces of video that are spread easily and the number of hoax news that triggers misunderstandings among Instagram social media users.

Limited Quota

The limited internet quota and mad'u knowledge are obstacles that must be faced in accessing knowledge about Islam. Imagine, for example, listening to a dai' s explanation, and then the gadget stops the internet because the internet quota runs out. The concentration of mad'u or listeners will be divided and it is clear that this is an obstacle to the process of delivering Islamic da'wah messages.

The limited quota that leads to the delay in delivering da'wah messages online carried out by mad'u will become more complex when knowledge is still lacking.

D. CONCLUSION

Preaching activities in this millennial era can be done by utilizing social media technology which is very widely touching various levels of Indonesian society, from urban communities to people in rural areas. Teenagers to adulthood are almost certain to have tasted various kinds of social media available, ranging from Facebook, Instagram, Twitter, YouTube or WhatsApp. These various media are very good if they are used for useful things, such as preaching. One method that is still considered effective to be used as a propaganda medium is to use new media such as Instagram. With this new media facility, it will make it easier for millennial da'wah, the sophistication of information media and technology to answer all today's human needs. The supporting factor for the effectiveness of da'wah is that there are many users and it is one of the media of interest so that it is easy for the da'i to convey da'wah messages to mad'u. the ease of operating

Instagram social media is an advantage because it does not use energy. Meanwhile, the inhibiting factor is the limited time duration so that it causes many problems due to video clips and not seeing the whole video that is spread among mad'u, especially among millennials and the limited quota becomes an obstacle because it is related to the economy.

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