

QUESTIONING THE DAS'AD LATIF DAKWAH MODEL ON INSTAGRAM

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Abstract

This research discusses the Das'ad Latif da'wah model on Instagram. This study aims to analyze Das'ad Latif's da'wah model on Instagram. This type of research is content analysis with descriptive techniques and uses a qualitative approach. In order to obtain the data in this study, the authors used observation and documentation techniques. The results of this study indicate that Das'ad Latif's da'wah model often discusses women in his da'wah because he sees the habits of women who sometimes cannot maintain their attitudes and their morals that should be able to maintain their behavior. In his Instagram account @dasadlatif1212, he found messages of humor that contain morals as many as 3 messages including morals towards others, morals towards parents, and morals towards partners. In the humor da'wah message, it was found that there were 3 (three) propaganda videos discussing women, namely the Dongok Question in which the word mother was spoken 25 (twenty five) times and the word wife 7 (seven) times. said the wife 5 (five) times, and we are the ones who take it with the word wife 5 (five) times and the word mother 6 (six) times. while the message of preaching wisdom contains aqidah as much as 3 (three) messages including Allah is Merciful, believes in the power of Allah, and belief in Allah's destiny, the message of preaching wisdom contains sharia as much as 1 (one) message, namely siyasa, and the message of preaching wisdom contains as much morals as 2 (two) messages, namely morality towards others.

Keywords: Da'wah model, Humor, Wisdom, Instagram.

A. INTRODUCTION

Instagram has now become one of the da'wah media that is widely used by missionaries in their da'wah activities. The use of social media on Instagram as a medium of da'wah is because in this increasingly sophisticated technological era, people are starting to switch from television media to social media. In addition, Instagram social media makes it easier for preachers to spread their da'wah messages without having to meet directly with mad'u or

their communicants, especially in Instagram now has features that make it easier for the public to access and watch da'wah content of da'wah activists.

Many preachers are now starting to use social media to launch their da'wah activities. The preachers included Ustadz Das'ad Latif, Ustadz Abdul Somad, Ustadz Hanan Attaki, Ustadz Adi Hidayat, and other da'wah activists. As it is known that the duty to preach is the obligation of every Muslim. Everyone is burdened with sharia law. Therefore, every Muslim is obliged to preach according to the limits set by the Shari'a.

Islam commands its adherents to invite others to carry out Allah's commands. and stay away from all its prohibitions. In doing da'wah, Muslims are ordered to convey the message of da'wah in a good way.

One of the most popular social media platforms used today is the Instagram application. An application that provides various features for sharing photos and videos and allows users to take photos, videos, use a variety of interesting filter options, and then share them to other social media services. Currently, users also have to think hard to package the message that will be shared in their post into a worthy and interesting information to be conveyed in an image or video with a maximum duration of 60 seconds. Apart from being a medium of information, Instagram is also used as a medium of da'wah for da'wah activists on social media.

An opportunity like this was not missed by Ust. Das'ad Latif is one of the preachers who take advantage of this opportunity to convey the messages of Islamic teachings in a different way from the others. Ust. Das'ad Latif is one of the preachers who is known to have an attractive da'wah style with his da'wah characteristic which is always inserted with elements of humor and uses Instagram media in his da'wah activities. Currently, the @dasadlatif1212 account has 880 thousand followers and 1412 posts have been uploaded with interesting themes.

Das'ad Latif is able to embrace people from various elements ranging from young people to the elderly with his relaxed style in preaching. This is because the content of the lecture is adjusted to the condition of the congregation so that the content of the lecture is easy to understand. In his account @dasadlatif1212, it can be seen that through his short version of his lecture, the public is quite interested in the video lectures that are shared, judging by the number of likes and the number of views in each post.

This research is interesting to do because da'wah using the Instagram application is one of the new breakthroughs in the world of da'wah. With the existence of da'wah activities through social media, da'wah activists no longer have to deal directly with da'wah targets (mad'u) to preach on the pulpit or in the assembly. Thus, based on the description that has been put forward, this research was carried out with the title "Humor and Wisdom (Analysis of Da'wah Content on Instagram Account @dasadlatif1212)".

Based on the background of the problem above, the formulation of the problem in this study is: why did Das'ad Latif choose Instagram as a medium of da'wah? What is the model of humor and wisdom in Das'ad Latif's da'wah on Instagram?

B. METHOD

This research was conducted using the social media Instagram. This type of research is descriptive qualitative research. In relation to this research, the descriptive qualitative method aims to describe in detail the object under study, namely the content of the da'wah message in the @dasadlatif1212 Instagram account.

This research uses a type of content analysis research, which is a research technique to make inferences that can be replicated and valid data by taking into account the context. As a research technique, content analysis includes special procedures for processing scientific data with the aim of

providing knowledge, opening new insights and presenting facts. Based on this explanation, the qualitative type is the right type with this research as an initial study to review the contents of the da'wah messages distributed from February to April 2021 on Instagram on the @dasadlatif1212 account.

C. RESULT

Humor

Humor in a general sense has many meanings among people so that some of them are difficult to distinguish between humor, jokes and jokes. However, based on the explanations of humor from various experts, it can be concluded that humor is a funny situation that will make someone laugh.

Arwah Setiawan in Didiek Rahmanadji divides humor into three types when viewed from the form of expression, namely:

- a. Personal humor is the tendency to laugh at yourself.
- b. Humor in society.
- c. Humor in the arts can be further divided into three types, namely: behavioral humor (comedy and pantomime), graphic humor (cartoons and caricatures), and literary humor (funny short stories and witty rhymes).

Scott Friedman in his book CSP "Humor in Percentage" suggests the functions of humor, including:

- a. Breaking daydreams, a humorous story or joke is an effective way to invite listeners to participate.
- b. Calming and refreshing the listener, humor can refresh the listener. With the delivery of funny jokes that are very good at uplifting and refreshing the listeners.
- c. Stimulating the left and right sides of the brain, by conveying information accompanied by nuances of humor, can increase the memory of an information content in the long term.

- d. Make it easier to remember information, everyone will easily remember something related to the emotion that touched them.
- e. To make lectures more enjoyable, people really need a lot of entertainment if they are to get their attention. This is because an information coupled with an entertainment will provide an opportunity to reach listeners.

Wisdom

Toha Jahya Omar defines wisdom as putting something in its place and thinking and arranging ways to adapt to the circumstances and times as long as it does not conflict with the rules that have been forbidden by Allah SWT. Meanwhile, the meaning of wisdom in the Big Indonesian Dictionary is wisdom (from Allah), deep meaning, benefits, full wisdom.

Based on the understanding of wisdom as stated, there are differences in textual terms, but when viewed contextually they have similarities, so it can be concluded that wisdom is advice taken from an incident or event to be faced wisely.

There are several virtues of wisdom in everyday life, including:

- a. Making science as the main provision that must continue to be developed.
- b. Have high self-confidence in defending the truth or justice.
- c. Able to communicate with other people with various approaches and languages.
- d. Always think positively to find solutions to all the problems faced.
- e. Have a high spirit to spread the truth with a commanding *ma'ruf nahi munkar*.
- f. People who in their words and actions are always in harmony with the sunnah of the Prophet Muhammad.
- g. Have objective and authentic reasoning power in all areas of life.

Instagram

Instagram is a medium that makes it easy to share photos, videos, and social networking services online that users can use to take and share them with their friends. The use of Instagram features is currently very widely used by Instagram users, especially communities who call themselves as vidgram communicants. Usually they upload personal videos, information, comedy, fashion, and anything that is currently being discussed. The viewers of their videos are very large, they can reach more than one million views, and this is a motivation for Dais to present da'wah among their videos to Instagram users.

DAKWAH MODEL DAS'AD LATIF ON INSTAGRAM

Profile and Message of Da'wah Ust. Das'ad Latif On Instagram

Das'ad has the full name of Dr. H. Das'ad Latif, S.Sos., S.Ag., M.Sc., Ph.D. Born in Makassar on December 21, 1973. His undergraduate education is in two campuses at the same time, namely UNHAS in the field of Communication Studies and IAIN Alauddin Makassar with the field of Islamic Justice. Then he continued his Masters Education at UNHAS in the field of Communication Studies. Then he continued his doctoral education in two more places, namely at home and abroad. Domestically in the Postgraduate Program of UIN Alauddin Makassar with the field of Sharia Science and Overseas in Malaysian SMEs in the field of Communication Studies.

Das'ad is listed as a lecturer at UNHAS with scientific specifications on Public Relations and at several other campuses including having also taught for several years at the Faculty of Da'wah and Communication. Apart from being a lecturer, he is also known as a preacher and entrepreneur. As a preacher, his light, relaxed, unique and funny way of preaching has made him known to the public to this day. Several lectures and other activities can be seen on television and social media such as Facebook, YouTube and Instagram.

Das'ad Latif started uploading his da'wah content on social media, especially on Instagram around October 2017 by uploading pictures containing his da'wah messages briefly. With the passage of time, Das'ad began to be in demand by Instagram media users because the da'wah content he created could attract enthusiasm from all walks of life, especially with Das'ad Latif's da'wah video content which was inserted an element of humor in it and some terms that were unique to South Sulawesi. such as beleng-

beleng and dongo' which made Das'ad Latif increasingly famous and successful.

The success that Das'ad Latif feels today turns out to have a past full of struggles. Das'ad Latif has had various experiences from delivering newspapers to being a washer. However, this was done because he was very happy to appear in public. In addition, Das'ad Latif is also active as a youth mosque in the village and occasionally gives lectures when the cleric is unable to attend. Until now, he continues to actively preach and feel the impact after preaching.

Das'ad Latif chose Instagram because it is a social application based on Android for smartphones, iOS for iPhone, Blackberry, Windows Phone and even the newest one that can now be run on a computer or PC.

Seeing the use of Instagram is widely used by people to share or share photos or videos. This principle tends to be different from other social media applications which emphasize more on the use of words or status to be shared with the public.

Instagram has several features in it that make it easy for us to upload the photos and videos we want. Therefore, seeing the features on Instagram made Das'ad Latif choose this media as one of the media to convey his da'wah to the wider community.

From the video that Das'ad Latif uploaded, he is currently one of the famous lecturers in Indonesia thanks to the Instagram media on his account, namely @dasadlatif1212. To date, there are 2,152 posts and 1.3 million followers.

Das'ad Latif in delivering his da'wah covers various themes of Islamic studies such as morality, sharia and even the theme of faith. Das'ad Latif's da'wah message on Instagram on the @dasadlatif1212 account, namely Das'ad Latif's humorous da'wah message and the second Das'ad Latif's wisdom da'wah message.

DAS'AD LATIF'S Preaching Message

In this section, Das'ad Latif's da'wah will be delivered on the Instagram account @dasadlatif1212 about the message of "humor preaching" as follows:

1. The message of preaching humor that contains morality

Give alms. You ASN who already have a NIP, you should do a better job than honorary employees. This honorary employee continues to be given, the honorary employee continues to give him his salary. Do your charity work, serve people. Your participation improves administrative management, they come to take care of your ID card, don't make it difficult for you. There is no pen, so Mr. Camat, gave a pen and said ma'cakkaruudu, Mr. Camat. Just say you want bad money. Come on, donate. I saw this ASN at 9 at the coffee shop, if I tried to be a regent, I got an ASN at the coffee shop at 9, oh my, I'll delay your promotion. You're paid by the state 10 o'clock not in the office. If you want coffee, get your wife. I want coffee, ma'am, you can't go to the warkop. Na says ta's wife, wait for mi dear today I will immediately send coffee with love and affection.

The da'wah video entitled "ASN Can Be Alms" as shown in Figure 4.1, the number of viewers is 125,476 people and likes of 15,673 people are included in the category of moral messages. In this video, it is explained that as ASN who have duties and responsibilities as public servants, they must improve their performance, not even be lazy or even leave their duties for various reasons just because their status has become a state civil apparatus. This is in the sentence:

Come on, donate. I saw this ASN at 9 at the coffee shop, if I tried to be a regent, I got an ASN at the coffee shop at 9, oh my, I'll delay your promotion. You're paid by the state 10 o'clock not in the office.

This sentence shows that as Muslims, they should always carry out their duties and responsibilities properly. The alms referred to in this sentence are not only alms in the form of money, but an ASN can also give alms to others in the form of energy, thoughts, and others.

The element of humor contained in the video is contained in the sentence:

Do your charity work, serve people. Your participation improves administrative management, they come to take care of your ID card, don't make it difficult for you. There is no pen, so Mr. Camat, gave a pen and said ma'cakkaruudu, Mr. Camat. Just say you want bad money.

Hello mom, mom, mom, mom. There are many mothers who say this when they are angry with their husbands. Sir, do you choose your mama or me your wife? Have you ever been given that choice? Have you ever? You don't have to admit, the important thing is that I've been an ustadz. Have you ever said that to your husband? Ha? That image again. Is not it? This is the wrong sentence. Uh mom, mom, mom. Take a look at this mother's husband, where did he come from? Where is mother conceived? Where? Her mother. Who's breastfeeding? Childhood, not adulthood. Who? Her mother. Who teaches you to talk? Her mother. Who teaches the way? Who is schooling? Her mother. Now, who gets the paycheck? Oi, answer this ma'am. Who? You're his wife. Come on, who enjoys his luxurious home? His wife. So, by Allah, when the wife is disobedient to her husband, for the sake of Allah, the prophet explains whether you go to heaven, the smell of heaven is forbidden to you. How does he want to compare to our mother? We are from our mother's womb, our mother feeds us. Do you remember when you were breastfeeding? Still? Remember mom? Especially when he was seven months old (hoo kid you bite me kid). Try, he taught our mother to speak good words, she taught us how to walk, she taught us the right to vanity, then when we grow up, have a steady salary, who do we build a house for? Wife. After all, his mother raised him. Who enjoys the paycheck? His wife. So, don't ever say you choose your mother or me your wife? Dongk it.

This video tells about the attitude that a wife must have towards her husband and the parents of her partner who has been pregnant and has taken care of her partner since childhood. It is not a good behavior when forcing a partner, both wife and husband, to choose one that must be prioritized as in the video delivered by Das'ad Latif where a wife asks a stupid question or a stupid question in Indonesian. a wife is to choose your mother or your wife. It is in the sentence:

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The video reminds Muslims to remain confident in everything that has been ordained by Allah swt. Believing in the destiny that God has set, then whatever problems you face, whatever pain you suffer, you must be sincere to live it without having to complain about everything that is experienced, because sincerity accompanied by good deeds can erase past sins.

Believing and believing in God's destiny is also contained in the sixth pillar of faith, namely faith in qada and qadar. Therefore, when a person is sure of God's destiny, he will be more willing to accept any calamity that occurs or the illness he suffers in his life.

D. CONCLUSION

Das'ad Latif is a well-known dā'i figure who often conveys da'wah messages by slightly flicking other people's lives, including women's lives. Das'ad Latif takes advantage of his popularity to spread his da'wah message to the congregation and his followers on Instagram. Das'ad Latif often uses regional languages in his preaching, only when Das'ad Latif appears in South Sulawesi and when Das'ad Latif appears outside the province of South Sulawesi, the language used is mostly Indonesian. This was done by Das'ad Latif so that the congregation who attended his lectures could easily understand the message of the da'wah conveyed.

The message of preaching humor contains morals, each of which has a meaning about morals towards others, morals towards parents, and morals towards partners.

The message of preaching wisdom is the message of preaching wisdom that contains faith, the message of preaching wisdom contains sharia and the message of preaching wisdom contains morals.

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