



ISLAM RAHMATAN LIL'ALAMIN AND SOCIAL MEDIA (INSTAGRAM & TIK-TOK CONTENT ANALYSIS STUDY)

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ABSTRACT

The purpose of this article is to collect several references and discuss the influence of social media as a medium for campaigning regarding the Rahmatan lil'alamin Islamic movement. It will also discuss how Instagram and TikTok are used to promote the Islamic movement Rahmatan lil'alamin. This journal was prepared using a qualitative descriptive method that combines literature research on relevant sources and journals. A field study was used, focusing on Instagram and TikTok content. Islam Rahmatan lil'alamin is a religion that has the ability to create peace and compassion for both nature and humans if applied in people's lives. There are many people all over the world who do good things for the universe. Rahmatan lil'alamin means compassion for the universe, and Islam means peace. So, what is meant by Islam Rahmatan lil'alamin is Islam that can bring peace and compassion to humans and nature. indeed emphasizes the values of goodness, peace and grace. However, Islam also recognizes that in some situations, firmness and fairness need to be applied. Islam has a balanced view of mercy and justice. Therefore, the Rahmatan lil'alamin Islamic movement campaign must be carried out massively and synergistically, especially throughout the world.

Keywords: *Islam Rahmatan lil'alamin , Social Media, Instagram, Tik-Tok.*

INTRODUCTION

Islam as rahmatan lil alamin can normatively be understood from Islamic teachings relating to faith, worship and morals. Aqidah or faith possessed by humans must give birth to order rabbaniy (a life in accordance with God's rules), noble life goals, piety, tawakkal, sincerity, worship. This aspect of the faith must foster an emancipatory attitude, raise human dignity and awareness of a just, open, democratic society, harmony in pluralism. Islamic teachings which prioritize the concept of "rahmatan lil alamin" (grace for all of nature) are closely related to faith, worship and morals. This concept reflects universal values in Islam which encourage Muslims to live with compassion, justice and

a sense of responsibility towards all of Allah's creation. So, Islamic teachings related to faith, worship and morals really reflect the concept of "rahmatan lil alamin" which teaches compassion, justice and social responsibility towards all of Allah's creation. (Nata, 2016)

Even though it is clearly stated in the Qur'an and Hadith that Islam is a religion that brings love and peace, there are still many negative actions or phenomena that corner Islam, such as vilifying fellow Muslims. (Diky Dwi Setiaji et al., 2022) They feel that they are the most correct and have the most right to live on this earth and do not accept existing differences which will possibly cause divisions between human beings. Apart from that, many bad phenomena occur in religious matters such as attacks on places of worship, prohibitions on establishing places of worship, racist actions towards people of different religions, so that the application of the Islamic principles of Rahmatan Lil'Alamin is not really carried out well by humans. With the mind and grace that Allah SWT has given. to humans, we as humans should continue to maintain prosperity and peace on earth in order to create a good and peaceful Islamic life. (Hefni, 2017)

Islam is a religion that teaches compassion, peace and justice. However, like other religions, negative actions or phenomena can also occur in communities that claim to follow the Islamic religion. This can be caused by various factors, including misinterpretation, cultural factors, or political factors. Below, I will list some negative actions or phenomena that are sometimes associated with Islam: Extremist groups can use the Islamic religion to justify acts of violence and terrorism. However, it is important to remember that this view does not represent the majority of Muslims who prioritize peace and tolerance. Although Islam preaches tolerance towards other religions, Islamic communities sometimes face pressure to adopt stricter and intolerant views towards members of other religions. As a major religion followed by more than a billion people worldwide, Islam has diverse communities and cultures that influence the way the religion is understood and practiced. Therefore, it is important to distinguish between the actions of certain individuals or groups and the Islamic religion itself. (Diky Dwi Setiaji et al., 2022)

Just like other religions, Islam can also be exploited by individuals or groups who have certain political, economic or social motives. This can result in acts of extremism, gender discrimination, human rights violations, religious intolerance, and corruption, as you mentioned. However, views and practices like this do not reflect the values taught in

Islamic teachings. Massive reporting on Islam and the behavior of some of its adherents who are considered to have committed acts of terror has succeeded in making some people a priori against Islam and afraid to study Islam. In an effort to overcome prejudice against Islam, there are several actions that can be taken: Education: It is important to increase understanding of Islam, both among Muslims and among non-Muslims. Better education about Islamic religion, culture and history can help reduce fear and prejudice. Intercultural Dialogue: Encouraging open dialogue and mutual understanding between different religious and cultural groups can help overcome prejudice and promote tolerance. Responsible Media: The media has an important role in shaping public opinion. Involving responsible media in reporting issues related to religion and terrorism can help avoid negative generalizations. Social media, including Instagram and TikTok platforms, are playing an increasingly important role in shaping public opinion, this is due to the popularity and widespread use of these platforms. It is important to remember that social media influence can have both positive and negative impacts. Therefore, critically analyzing information, recognizing hoaxes, and engaging in healthy discussions are important skills in the era of social media. (Zahra et al., 2016) The aim of this research is to show how widespread ideas and disagreements occur on TikTok and Instagram regarding Islam Rahmatan Lil'Alamin.

Prior to this research journal, there was an article related to Islam Rahmatan Lil'Alamin put forward by Muhammad Makmun Rasyid. In his writing, he explains Islam Rahmatan Lil'Alamin from the perspective of KH. Hasyim Muzadi, his idea explains that Islam Rahmatan Lil'Alamin can cause religious broadcasters to campaign for Islam wisely, peacefully, without violence, full of gentleness so that it is easily accepted by society with the aim of gaining the grace of its creator. (Rasyid, 2016) Also a Humanist-Based Da'wah Model in the Digital Era: Efforts to Transform Islamic Values Rahmatan Lil Alamin by Muhamad Basyrul Muvid explains that humanist-based da'wah is part of the process of introducing Islamic values of love to all elements of society, Da'wah that is not only refers to God's laws and threats, but preaching seeks to educate humans to be more humane to other humans and to love each other as they love themselves. The increasingly rapid digital flow also influences people's life patterns and ways of thinking, so that da'wah communication must also adapt to digital flows, namely by using or exploiting social media (online). (Muvid, 2023)

METHOD

The method used is qualitative, combined with literature review research on sources and the research approach used is field study, with a study focus on Instagram and Tik Tok content. This research was conducted with a qualitative approach and used virtual ethnographic techniques. The aim of this method is to discover patterns of behavior and social relationships in virtual life in the digital world. Virtual ethnography is used by collecting data about virtual communities from observations. The analysis consists of four components: media space, media documents (media archive), media objects and experience stories. By using virtual ethnography, the cultural reality that occurs in the cyber world, we can explain the type of content that is built, the form of media, the place (location), and the surface that appears to the public. To collect data, a search for TikTok content in the top (top videos) and latest (recent videos) categories, related to the research subject, was used. (Maharani, 2023)

RESULTS AND DISCUSSION

TikTok is an innovative social media platform that uses short videos to promote content and connect people based on user behavior. TikTok has developed many new tools that better suit user needs since arriving in Indonesia. According to data collected in July 2023, as many as 99.79 million people in Indonesia use the TikTok application. According to data collected based on Time Spent Using Social Apps, TikTok is also the application most frequently visited by users. TikTok in Indonesia is growing rapidly along with the complexity of human needs. Based on data from Napoleon Cat, there are 116.16 million Instagram users in Indonesia as of August 2023. This number has increased by 6.54 % compared to the previous month which was 109.03 million users. ¹Video content is TikTok's unique identity, currently available for a maximum of 10 minutes. It is highly recommended that content creators use the hashtag Ataufyp (For You Page) carefully. These hashtags have the ability to increase audience engagement and increase searches.

¹Monavia Ayu Rizaty "There are 116.16 million Instagram users in RI until August 2023". <https://dataindonesia.id/digital/detail/ada-11616-juta-user-instagram-di-ri-until-augustus-2023>. <https://dataindonesia.id/digital/detail/ada-11616-juta-user-instagram-di-ri-besar-agustus-2023> accessed 10/13/2023

TikTok has an algorithm system that can suggest content based on user actions. (Maharani, 2023)

Instagram comes from the word "insta" which comes from the word "instant", like Polaroid cameras which at that time were better known as "instant photos". Instagram can also display photos instantly, like Polaroids in appearance. Meanwhile, the word "gram" comes from the word "telegram" which works to send information to other people quickly. Likewise, Instagram can upload photos using the Internet network, so that the information you want to convey can be received quickly. That's why Instagram is a translation of the words instant and telegram (Wikipedia). Seeing the development and use of social media, especially Instagram in Indonesia, Instagram is not only used as a place to share personal photos. However, it can be used as an opportunity to spread goodness, one of which is through preaching. Technological developments no longer mean that da'wah is only carried out on the pulpit and taklim assembly. The use of social media can be considered as a means and strategy for da'wah. (Zahra et al., 2016)

Instagram is an application that has just appeared in cyberspace but has already been able to attract some people to use the Instagram application. In Instagram there is a feature for uploading photos, videos or IGTV, and you can also broadcast live (Live IG). Instagram is also like other applications, for example Facebook. If we upload something on Instagram, for example a photo, video or TV post, we can add a hashtag so it can be seen by many people. (Pratiwi et al., 2021)

DISSEMINATION OF ISLAMIC NARRATIVES RAHMATAN LIL ALAMAIN ON TIKTOK

To understand the ongoing contestation phenomenon, several research stages will be carried out. The focus of the initial analysis was video text patterns and production. Text is seen as a context component that shows the user's identity as part of a community based on ideology, political background, or social background. To carry out the analysis, the hashtag "da'wah about Islam rahmatan lil alamin religion" was used to search for relevant words. In this article, researchers say that Islam must be balanced, peaceful and firm. This was created to make repeated words easier to read. In the next step, see how users interact and act in responses or comments to the uploaded text. Through the like, comment, favorite and share features, the platform collects data about the number of people who have interacted with certain content. After that, the reading of reality that

occurs virtually is connected to the reality in the social life that surrounds us. Some videos appear at the top of the list based on those searches.

In the process of searching for content with the hashtag #Islam Agama Rahmatan Lil Alamin, the most popular video column displays positive and negative content. This phenomenon shows that users who often use TikTok to search for information will find content that competes for the story stage. Indirectly, the audience is faced with two different stories that must be chosen to help them understand what they see.

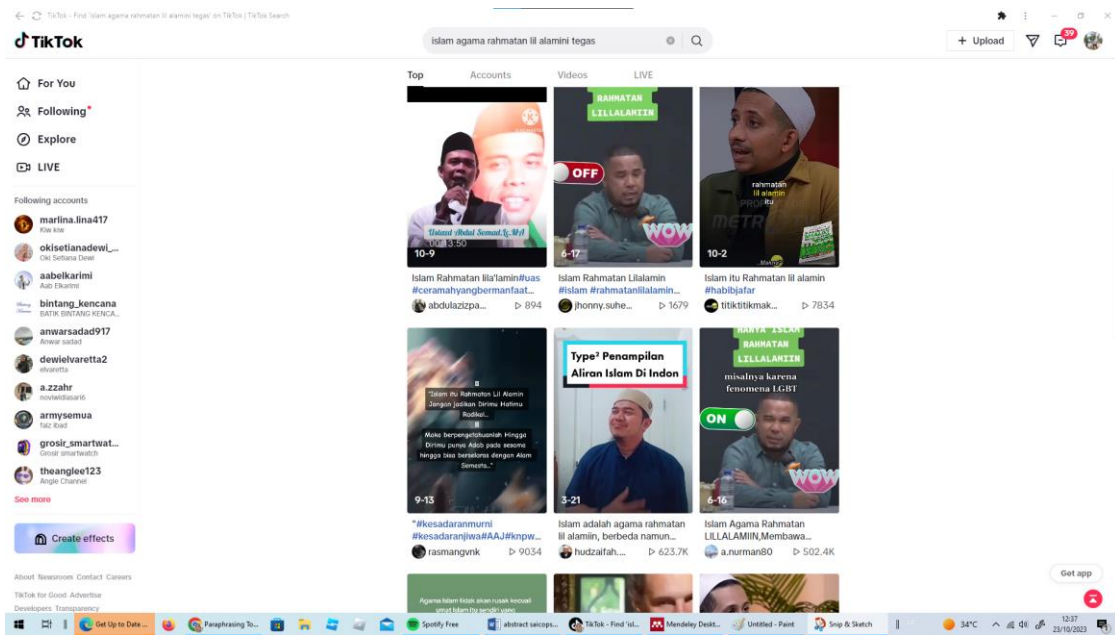


Figure 1. Top Videos # islam religion rahmatan lil alamin #

The Islamic content of the Rahmatan Lil Alamin religion comes in various forms of video content with campaign nuances and an introduction to the idea that Islam is the religion of the Gods. The user content supporting the realization of religious moderation included in top videos can be divided into three types. First, like the account @abdulazizpasaribu with the hashtag Islam Rahmatan lila'lamin #uas #usefultecture #Islamic lecture #fyp in which Usaad Abdul Shomad briefly explained the teachings brought by the Messenger of Allah which Allah SWT described as ramatan li al-'alamin as mentioned in His word:

وَمَا أَرْسَلْنَاكَ إِلَّا رَحْمَةً لِّلْعَالَمِينَ

"And We did not send you, but to (be) a mercy to the worlds." (Qs. Al-Anbiya' [21]: 107). The following is an excerpt from the Prophet's sermon when he sent off his troops to Mu'tah:

تَزِيلِينَ مِنَ النَّاسِ فَلَا تَعْرِضُوا لَهُمْ وَسَتَجِدُونَ آخِرِينَ لِلشَّيْطَانِ فِي رُءُوسِهِمْ مَفَاجِصٌ
فَأَقْلُقُوا بِأَلِ كَبِيرًا فَإِنِّيَا وَلَا تَقْطَعَنَّ شَجْرَةً وَلَا تَعْقِرَنَّ نَخْلًا وَلَا تَهْدِمُوا بَيْتًا

“Fight in the name of Allah. Fight the enemies of Allah and your enemies in the land of Syria. You will find among them people who live in places of worship, they isolate themselves from the people. So don't bother them. And you will find other people who have a nest of devils in their heads. So break it with swords. Do not kill women, do not kill small children who are breastfeeding, do not kill old people, do not cut down trees, do not cut down palm trees and do not destroy houses.” (HR. Al-Baihaqi). You can see the grace that the Messenger of Allah brought, even though it was towards enemies who really hurt him. Rasulullah SAW treated his enemies in this way . However, the Islamic concept of rahmatan lil alamin, which was posted on the okisetianadewi_official account with the hashtags "MasyaAllahTabarakallah", "islam", "muhasabah", and "ustadzahokisetianadewi", is very important and must be used by those who adhere to the Islamic religion. Islam is called the religion of rahmatan lil alamin, which means that it provides mercy and prosperity to all natural creatures, including plants, animals and jinn , including humans. The Qur'an, the holy book of Muslims, contains many of these statements itself, especially in verse 107: Al Anbiya.

Second, when Islam rahmatan lil alamin is interpreted, Islam has clear rules such as the @ account jhonny.suhendro invites the audience to understand the meaning of Islam rahmatan lil alamin with Islam being a stronghold of strength to fight evil. Pastor from Kupang, East Nusa Tenggara (NTT), Mell Atock said he was grateful that the majority of Indonesian people embraced Islam. Mell Atock said this because he was worried about the massive spread of Lesbians, Gays, Bisexuals and Transgenders (LGBT) in Western or European countries. This pastor believes that one of the causes of the rapid spread of LGBT in Western countries is liberalism. According to him, this ideology has infiltrated the church and silenced the pastors.

For the Instagram application, it is more about campaigning for the Rahamtan lil alamin Islamic movement regarding socialization content regarding ideas, understanding and education by posting posters and videos containing messages and symbols about peace-loving Islam.

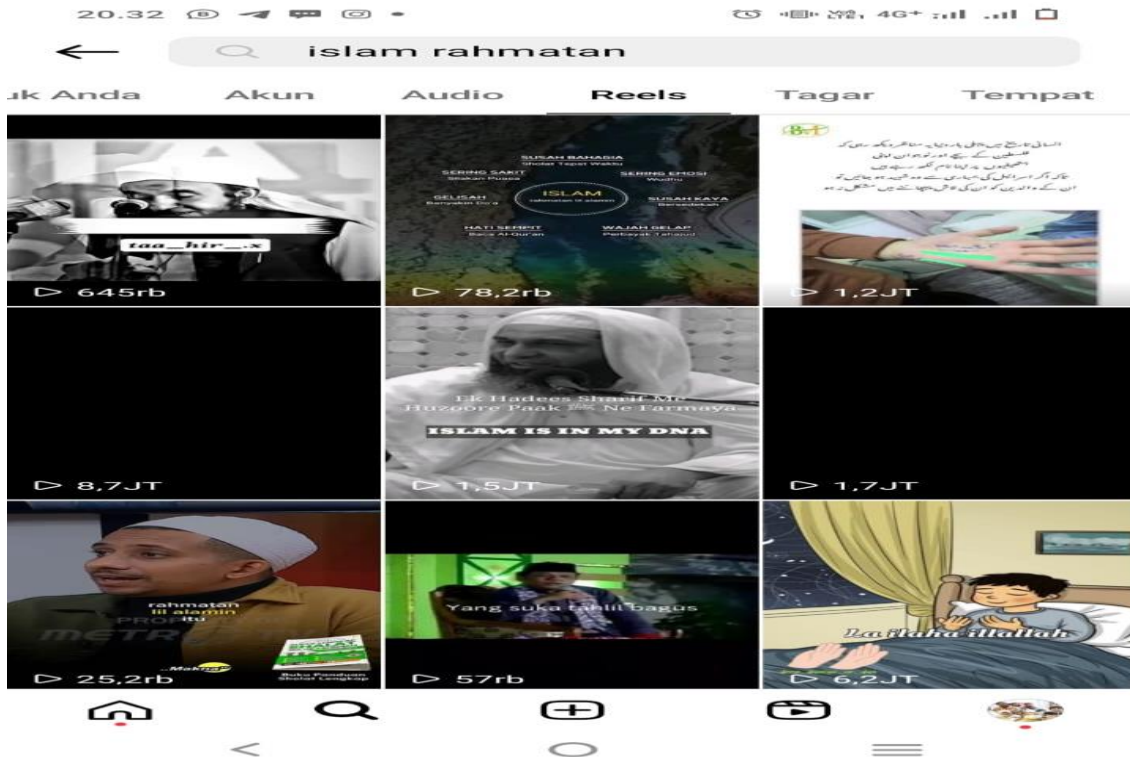


Figure 2. #Islam rahmatan #

For Instagram, we also group the meaning of Islam rahmatan lilalamin, the first account is in the name [@Regranned](#) from [@ala_nu](#) – deang took from KH Anwar Zahid about the meaning of Islam rahmatan lil alamin. According to him, "Islam should not be made into a State, Islam is Rohmatan Lil 'Alamin (compassion for the universe), its scope is broad, not only the World, but the World of the Hereafter. If Islam is only made into a State, this is the same as minimizing the value of Islam, dwarfing its values. -Islamic values."

Secondly, understanding the term slam rahmatan lil 'alamin with the heretical narrative, beduk is a culture, not a religion. There was a time when Wali Songo Sunan Kalijaga, who was known for his approach to spreading Islam by combining elements of local culture, was said to be one of the ulama who strongly supported the spread of Islam. drum as a means of communication in mosques. The drum is not a religion but a cultural sign of entering time, it is not calling people to pray, you can call people to prayer using the call to prayer by shouting, but Wali Songo is wise to use the drum just once so that the whole village can hear it. On the iyong_ imron account with the hashtag Kyai MILLIONS - MILLIONS OF Islamic Umatians is Rahmatan Lil'Alamin`.

ISLAMIC CONTENT ANALYSIS IS ROHMATAN LIL 'ALAMIN

In terms of Islamic terminology, Rahmatan Lil'alamin consists of Islam and Rahmatan Lil'alamin. Islam comes from the word salama/salima meaning peace, security, comfort and protection. The Fatwa on Terrorism and Suicide Bombings delivered by Muhammad Tahir-ul-Qadri states that: "as its literal meaning, Islam is an absolute statement of peace. Islam is a manifestation of peace itself. Islam encourages humans to create a life of proportion, peace, full of kindness, balance, tolerance, patience and restraint of anger. The word Islam has been deviated, giving Islam a variant meaning that is affirmed by the Koran itself, including: safety and prosperity (Qs. Maryam/19: 47), peace (Qs. Al-Anfâl/8: 61 and Qs. Al-Hujurât/49 : 9), clean and holy (Qs. Asy-Syu'arâ/26: 89, Qs. Al-Maidah/5: 6 and Qs. As-Shaffât/37: 84), surrender (Qs. An-Nisâ/ 4: 125 and Qs. Ali Imrân/3: 83), total surrender to Him (Qs. Al-Baqarah/2: 208 and Qs. As-Shaffât/37: 26). (Maharani, 2023)

According to Ibn Mandzur, "rahmah" also means "tenderness combined with compassion". Apart from that, the word "rahima" also means gentleness, gentleness and mercy, as stated by Ibn Faris. Apart from that, the word "rahima" also means ties of blood, kin and brotherhood. Al-Asfahani emphasized that mercy is *salahsân al-mujarrad dûna al-riqqat* (kindness without mercy) and *alriqqat al-mujarradah* (sheer compassion) . He explained that if mercy is relied on humans, goodness only comes from human sympathy itself, whereas if it is relied on Allah SWT, goodness only comes from Allah SWT, the Almighty. (Maharani, 2023)

The word "Islam" has two meanings. First, Islam refers to the revelation (text) that explains *din* (religion). Second, Islam refers to human deeds, namely human faith and submission to the revealed texts (texts) which contain the teachings of Allah's *deen* (religion). Based on the first meaning, Islam brought by one apostle is different from Islam brought by other apostles universally and broadly. The Prophet Muhammad brought a broader Islam than that brought by previous prophets. Moreover, previous prophets were sent only to their own people, but the Prophet Muhammad was sent to everyone. As a result, the Islam he brought was broader and more comprehensive. It is not surprising that the Koran has the ability to explain and show everything to humans. (Wahab Syakhrani & Rivaldi Yudistira, 2022)

In the Koran, the term "rahmatan lil' alamin" refers to the main goal of the Prophet Muhammad SAW's preaching, namely to make Islam a religion of peace, compassion, tolerance and love of kindness. However, the history of the preaching of the Prophet Muhammad and his companions shows that not all actions aimed at upholding rahmatan lil' alamin can be achieved in the same way . If rahmatan lil'alamin in Islam means only goodness and peace, we may never have read about the ghozwah (led by Rasulullah SAW) and sariyah (which he participated in) wars. We may also never remember the heroics of the heroes who fought colonialism with loud cries of takbir. Sometimes Rasulullah SAW was gentle towards people who were hostile to him, such as Suraqah who wanted to kill him but was thwarted by Allah SWT. However, he was also harsh towards his enemies, such as when he fought the Bani Quraidzah because they betrayed them.

Conclusion

Many social media platforms help spread the Islamic ideas of rahmatan lil' alamin . According to the results of the research above, the contestation stage discussing Islam rahmatan lil' alamin in a video collection consisted of activists, preachers, students and people from various backgrounds. Agents who are able to turn the wheels of public attention towards a more precise understanding are not only individuals who have thousands of followers, but also everyone who is able to provide knowledge openly and persuasively to everyone. Consistent content production on every digital platform is now a primary need for society to maintain the light of Islam rahmatan lil' alamin . In practice, Islam teaches its followers to carry out justice firmly without harming the rights of certain individuals or groups. A balanced understanding of mercy and justice is the key to implementing Islamic teachings correctly.

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