



Instagram as a Da'wah Medium for Al-Hasany Foundation Islamic Boarding School

Nasikhul Amin¹, Moch. Agung Lukman Septiansyah¹,
M. Havy Sa'dullah², Syaifuddin*³

¹ Fakultas Tarbiyah dan Keguruan UIN Sunan Ampel Surabaya,
Indonesia

² Fakultas Ekonomi dan Bisnis Islam UIN Sunan Ampel Surabaya,
Indonesia

³ Fakultas Dakwah dan Komunikasi UIN Sunan Ampel Surabaya,
Indonesia

Article Information

Submitted July 09, 2021

Revised November 12, 2021

Accepted January 16, 2022

Published April 30, 2022

Abstract

Social media expands the volume of information for each individual so that it holds power over control. Human interaction through online media is not limited by time and space, as long as the user is connected to an internet connection. Unlimited interaction is a reason for an Islamic boarding school manager to create a @alhasanymedia Instagram account. This study explores the use of Instagram by Al-Hasany Islamic boarding school for da'wah. The research uses a qualitative field method, the research procedure assembles descriptive data of interview or written word sequences from the observed people, and this approach is directed at the individual setting in a holistic (whole) manner. In qualitative research, the author becomes an essential instrument (human instrument) to establish the focus of the research, find and select informants as the data source, collect data, assess data quality, analyze data, interpret data and make conclusions on the findings. The results of this study show that the Instagram account @alhasanymedia has contributed to Islamic boarding school as an educational institution which includes the media of da'wah, information, blessing, promotion, nostalgically, and documentation for pesantren and graduates of Al-Hasany Sumber Islamic boarding school, parents and Abituren.

Keywords: Da'wa media, Social media, Islamic boarding schools.

Introduction

Information becomes a crucial element in social life. Information is necessary to support daily activities, so the acceleration of accessing information is crucial. Technology undergoes continuous transformation (Danuari, 2019). The discoveries arose from experiments and research throughout the ages. The latest and past research results should be intertwined, as well as proof and continuous innovation without stopping (Asmani, 2011). In line with the statement, technological developments were followed by the emergence of the

internet. For modern society, the internet is an inseparable necessity in everyday life. The internet is an instrument for communicating, accessing, and disseminating information to an audience. Communication between individuals through the internet is well-known as mass communication. (Nurudin, 2004)

One of the service products that emerged because of internet acceptance is social media which allows everyone to interact beyond time and space (Hanafi, 2021). Social media strengthens the internet's position as

*Author Correspondence: Syaifuddin. Email: radensaif96@gmail.com

Copyright © 2022 Nasikhul Amin, Moch. Agung Lukman Septiansyah, M. Havy Sa'dullah, Syaifuddin

a new media communication. Social media has outstanding development starting from Facebook, Instagram, Youtube, Twitter, Line, Path, and other social media (Sari, 2020).

Instagram is a type of social media called media sharing (Nugraha, 2015). Social availability allows users to share media, from documents, videos, audio, images, etc. (Nasrullah, 2015). According to Bambang Dwi Atmoko, Instagram is one of the digital media that has the identical function to Twitter, but the difference lies in taking photos format or place to share information with its users (Deslima, 2018a).

Instagram has many exciting features to develop users' creativity. Instagram also has features to beautify the photo. In addition to photos, Instagram can also share short videos accompanied by *captions*. Instagram is in great demand by all circles, from young people to the elderly. Furthermore, Instagram is highly demanded by individuals and various communities, government institutions, and Islamic Boarding Schools (Aisyah, 2022).

According to scientists, the Islamic boarding school term is derived from two terms that contain one meaning: the dormitory to study for Islamic students (Kahfi, 2020). Imam Zarkasyi definitively explains pesantren as an Islamic educational institution with a dormitory or cottage system with *Kiai* (religious leader) as the central figure; the mosque is the center of activity and the teaching of Islam under the guidance of *Kiai* as its main activity (Wirosukarto, 1996). According to Abdurrahman Wahid in his book "*Menggerakkan Tradisi; Esai-Esai Pesantren*," as quoted by Abdul Kadir, an Islamic boarding school is also stated to be a laboratory of life, a place for students to learn about life and society in various aspects (Kadir, 2012).

Islamic boarding schools are also adaptive to technological developments. Numerous Islamic Boarding Schools use social media as an instrument of public information so the public can access *the latest* news related to teaching and learning activities in Islamic boarding schools (Wibowo, 2019). Instagram also serves as a *da'wa* media for the wider society who engage with social media (Sufriyah, 2022). One of the Islamic boarding schools that researchers observe uses this social network media is the Al-Hasany Sumber Islamic Boarding School.

Al-Hasany Sumber Islamic Boarding School is located in Tattatan Bangkalan Madura, East Java. Al-Hasany Sumber Islamic boarding school has a special division, specifically the Al-Hasany Media Group *Information and Communication Center* under the Al-Hasany Sumber Foundation. This division is responsible for all forms of publication of all sharing information related to Al-Hasany Islamic boarding school in the written format, photos, or videos which are then broadcasted through the official social media accounts, including Facebook, WhatsApp, Instagram, and other social media. Based on the observations, the most popular social media of Al-Hasany is Instagram.

The official Instagram account of Al-Hasany Sumber Islamic boarding was created in 2020 and named "@alhasanymedia." The number of followers in 2022 has reached 1,575, with 575 posts. Instagram content of Al-Hasany consists of Islamic boarding school information in images and video format with a short caption about student activities. Based on field data, researchers are curious to explore Instagram as a *da'wah* medium for Al-Hasany foundation Islamic boarding school.

Several scientific papers discuss the benefit of Instagram, but this research differs from previous research discussing Islamic boarding schools' activities. Some of the researches relevant to this study are scientific papers by Yoesiana Duli Deslima from UIN Raden Intan Lampung 2018, entitled Utilization of Instagram as a Da'wah Media for Islamic Communication and Broadcasting Students of UIN Raden Intan Lampung. This research is descriptive research with a qualitative approach. This research concludes that Instagram provides many benefits as a da'wah medium in utilizing Instagram as a da'wa medium for Communication and Broadcasting Students (KPI) students. There are two forms of utilization: First, the use of Instagram as a communication *medium*, and *second* the benefit of Instagram as a da'wa media.

Method

This research uses a qualitative field approach because researchers get information from the research field. This approach was chosen to obtain valid data from the researcher's observations of the research object. Based on the ideas of Bodgan and Taylor quoted by Moleong, qualitative methods are research procedures to produce descriptive data in the form of oral words or word sequences inscribed from the observed people, and this approach is directed at the individual setting holistically (intact). (Meleow, 2017).

In qualitative research, the author is an essential instrument (human instrument) to establish the focus of research, find and select information as a source of data, collect data, assess data quality, data analysis, interpret

data, and make conclusions on the findings, so the researcher is the key instrument. This type of research is a case study because it is carried out intensively, in detail, and in-depth. This research was conducted at the Al-Hasany Islamic Boarding School, Sumber Bangkalan Madura, East Java.

Result

Overview of @alhasanymedia Instagram account

The development of social media nowadays is increasing rapidly, providing convenience for audiences in obtaining various necessities and becoming phenomenal (Mulawarman, 2017). Facebook, Twitter, Youtube, Path, and Instagram are the most popular social media and have the most users. The Al-Hasany Foundation takes benefit of social media's popularity by participating in technological developments. Al-Hasany created official social media accounts, Instagram and Facebook, to spread Islam thought and introduce the Al-Hasany Islamic Boarding School foundation through its content.

Based on the popularity of Instagram as a social media, an Instagram account of @alhasanymedia was launched on May 16, 2018. Considering the numerous positive aspects uploaded by the account, @alhasanymedia was officially launched in the fasting month of Friday night, 1 Ramadan 1441 H. / April 24, 2020. The official account of the @alhasanymedia was inaugurated by Raden Lora Muhammad Khusain Bin Arofah and several *asatidz* who supported it. Currently, @alhasanymedia's followers have reached 1,570 and are consistent with da'wa content. The official social media provides information

about Al-Hasany Islamic boarding school facilities and activities to the public and alumni.

The Instagram account of @alhasanymedia continues to upload photos of Islamic boarding school activities actively, quotes from religious leaders and senior teachers, daily activities of students, images containing greetings and condolences when certain occurrences and events, images containing wisdom words, and important announcements for students of AL-Hasany Islamic boarding school and its surroundings.

Benefits of @alhasanymedia Instagram accounts

Information Media

Initially, the existence of Instagram media was only limited to sharing information through image uploads, but with the development and increase in information needs, the application creators have increased the innovation over Instagram media. Currently, users are not only limited to sharing images but also sharing videos with various variants of interesting features provided. Users utilize these features to exhibit images and videos according to their target targets and user goals, such as branding, business promotion, and education and share information, such as the Instagram account @alhasanymedia. One account admin @alhasanymedia revealed that

"The Instagram account @alhasanymedia tries to utilize all the features on Instagram. Feature upload images and videos, captions, mentions, hashtags, comments, and feature locations in utilizing Instagram as a medium to spread information about Islamic boarding schools and Islamic thought effectively" (SH, 2021-07-03)



Figure 1. Haflatul Imtihan Event at Al-Hasany Foundation in Bangkalan

Figure 1 indicates that @alhasanymedia provides information related to the Islamic boarding school activities that will carry out the 32nd *Haflatul Ikhtibar* and the 18th graduation. This formation was uploaded on March 20, 2020. The information encouraged all students, parents, alumni, and Boarding school managers to participate and succeed in the event. In addition to *Haflatul Ikhtibar*, the event also displays da'wah from K.H. Ahmad Barizi MF. The comment submitted by one of the followers stated:

"With the @alhasanymedia alumni, especially those overseas, can follow and update the activities in Al-Hasany Sumber Islamic boarding school. Instagram develops the bonding and engagement with the alma mater". (S.A., 2021-07-04)

Establishing Blessing

Social media makes users manageable to interact beyond distance and time. Social media can reach all circles so that the Al-Hasany Sumber Islamic boarding school can continue to establish blessings with everyone, whether alumni, student parents, or participants. As the chairman of the @alhasanymedia Group said.

"With the continuation of the blessing, it is hoped that the sense of brotherhood will continue to grow and can add insight and support from external parties, especially alumni, student parents, and participants. ". (W.M., 2021-07-03)

In line with the states of the @alhasanymedia Group chairman, one of the followers gave a response regarding the benefits of the social media of the Instagram account @alhasanymedia about the blessing between boarding school and the regional coordinator of Ikatan Santri Al-Hasany (Insanity), as shown in the Instagram post in Figure 2 below:



Figure 2. Blessing Among Al-Hasany Boarding School Members and Alumni in South Kalimantan

Figure 2 shows the blessing activities of the Al-Hasany Islamic student bond (Insany). It is shown that the Al-Hasany Islamic boarding school manager, Lora Muhammad Khusen Arofah, gave a message, impressions, and fatwas of advice to all alumni (INSANY Kalimantan), especially those in the south Kalimantan area.

The official Instagram account of @alhasanymedia became a nostalgic medium for alumni to remember the days of the students. On this account, the Regional Coordinator held an INSANY (Ikatan Santri Al-Hasany) event, which was attended by the family of *dhalem* Sumber (the founding family of the Islamic boarding school) and alumni. This activity is dedicated to blessing and nostalgia with the Al-Hasany Sumber Islamic boarding school student. Benefits as a gathering event as conveyed by one of the followers

"In essence, the account is essential for alumni and participants, in this case maintaining blessing with the boarding school from afar, the account always provides

information updates the latest news and activities of the Islamic boarding school's students and the teachers there." (MA-04-07-2021)

Da'wa Media

Regarding the development of people who have a high dependency on seeking information using social media, a preacher must convey his da'wa following the updated situation of society, specifically da'wa using social media (Wibowo, 2019). The Instagram account @alhasanymedia usually uploads images of the *community* or teachers equipped with *quotes* or words of wisdom conveyed by the ethics of pesantren activities. The administrator of the Instagram account @alhasanymedia also uploaded an Islamic pamphlet containing nushus, hadith, verses of the Quran, and some words of wisdom, as shown below:



Figure 3. Posts on @alhasanymedia Instagram account

Figure 3 proves that the @alhasanymedia account uses Instagram as a medium for da'wa with a suggestion to multiply *Istighfar*. The suggestion is based on one of the hadith narrated by H.R. Bukhari No. 6307. From Abu Hurairah RA, the Prophet Said:

"By Allah, I am truly dedicated to God and repent to Him in a day more than 70 times." (HR. Bukhari No. 6307).

One of the administrators of the official Instagram @alhasanymedia account explained that:

"Instagram @alhasanymedia utilized as a medium for da'wa, proselytizing the people. The activities of the students are keeping the old system but also updated following the times "almuhafadhotu alal qodimissholih wal akhdu bijadidil ashlah," as taught by one hadith" (MT, 2021-07-03)

Proselytizing using social media is a technique of da'wa that allows everyone to preach easily. The administrator of the Instagram account @alhasanymedia stated that the primary purpose of this account is as a medium of da'wa. These statements are in line with what the followers suppose.

"Its greatest benefit as a medium of da'wa is its important purpose as proselytizing; examples of quotes from teachers and Kyai (community leader) are significant for alumni and certainly felt by other alumni." (MA-04-07-2021)

Documentation

Every activity at the Al-Hasany Sumber Islamic Boarding School should be documented. This activity is supported by documentation affairs members of the Alhasany Media Group, who are in charge of documenting every event or activity at the Islamic boarding school visually and musically.

The image and videos were uploaded to @alhasanymedia's Instagram account to duplicate the documentation. Worrying that if something worst damages the internal n storage of documentation, the documentation affairs took the initiative to upload it on social media. The documentation affairs state that:

"In addition to information, @alhasany-media's Instagram account is also for documentation. So, if at any time the image or video file is not found or lost, then we can take the file on Instagram." (M.N., 2021-07-03).

Discussion

The development of media is increasingly unstoppable, supported by various adequate communication technology devices, making the development of media more rapid. Through smartphones, various content is easy to create and distribute. Access to various content can quickly be spread anytime and anywhere through digital devices. Everyone quickly gets information from all sources worldwide (Anggraini, 2019).

Social media provides convenience and control for users to obtain information and communicate through online media due to the nature of media beyond time and space, as long as it is connected with an internet connection. This convenience attracts people to use social media both in the interests of promotion, business, campaign, politics, and education (Asmaniar, 2019)

Likewise, the use of Instagram media (Puspitarini, 2019), although at first the existence of Instagram media was only limited to sharing information through photo uploads, along with the development and increased information needs, the *provider* has increased innovation in the development of Instagram social media. Nowadays, users are not only limited to posting photos but can share videos with various variants of exciting features. Users use this feature to manage the photos and videos according to their target and user goals, such as imaging, business promos, and education, and to deliver da'wa messages (Deslima, 2018b).

Instagram can be used to proselytize information and educational needs (Rosmalina, 2021). Teachers and preachers take advantage of Instagram's comfort and practicality in providing da'wa information

about all boarding school activities, as accomplished at the Al-Hasany Sumber foundation.

The research on the Instagram account @alhasanymedia as a medium for da'wa and Islamic boarding school information received a positive response from alumni around the boarding school and overseas. The posting content of the @alhasanymedia account provides da'wa messages and quotes of the Kyai (religious leader) related to religious studies. If integrated with the data obtained by researchers before the study, it was found that social media is very tight to daily activities. Social media is not exclusively a communication tool but has become a social dependence. Audiences, especially alumni, drive Instagram @alhasanymedia as an information medium. They are continuously updated on the latest activities at the Islamic Boarding School. Rully Nasrullah (Nasrullah, 2015), in a book entitled "Media Sosial Perspektif Komunikasi, Budaya dan Siosioteknologi" states that one of the social media function is to support the democratization of knowledge and information. This statement is in line with the results of observations made by researchers. One of the comments from Instagram followers @alhasanymedia with an account called @yadiemp stated that this @alhasanymedia Instagram social media account is significantly effective and makes it easier for alumni to keep engagement with Al-Hasany Sumber Islamic Boarding School.

Everyone can communicate online (Setiadi, 2016) via social media or social networks, such as chats, news notifications, and invitations. These benefits make establishing a good relationship between

social media users easier. In addition, alumni can also reminisce about being a student. According to the administrator of @alhasanymedia, the Al-Hasany Sumber official Instagram account helps alumni to participate or continue the blessing with Islamic boarding schools, even though distances separate them. According to the Public Relations Center Team of the Ministry of Trade of the Republic of Indonesia in the book *Guide to Social Media Optimization for The Ministry of Trade of the Republic of Indonesia*, stated that in social media content, there are several functional aspects such as identity, conversation (interaction), sharing, presence (existence), relationship, reputation (status) and group (Wibowo, 2019). The presentation shows that social media will facilitate social relations that are appreciated by social interactions, such as the @alhasanymedia Instagram account.

The @alhasanymedia Instagram official account also conveys visual da'wa through images or videos to the audience. The lectures from the Kyai (religious leader), boarding school manager, and asatidz of the Al-Hasany Sumber Islamic Boarding School were designed as attractive as possible. Audio-visual da'wa is a medium of contemporary proselytizing. The use of social media in an audio-visual manner while explaining that @alhasanymedia implements various features on Instagram. According to Dr. Rully Nasrullah, Instagram is a social media platform whose users can share visual content in the form of foto or videos. Users can add creations to their accounts, which can be a medium for proselytizing and documentation (Nasrullah, 2015).

Conclusion

With all its advantages, social media can expand information for individuals in greater control. These advantages make it easier for users to get information according to what is needed and interact through online media. The popularity of social media became the basis for the managers of Pondok Pesantren to decide to create an official Instagram account @alhasanymedia.

Social Media Instagram contributes to boarding school as a documentation tool and information on the activities in Al-Hasany Sumber Islamic boarding school. In addition, Internet users are no longer interested in just reading the writings of the website but are more interested in following religious content through Instagram posts. @alhasanymedia Instagram account is managed by administrators (internal parties) as a medium for exchanging information, establishing blessing, da'wa media, promotion, and documentation. The impact of the @alhasanymedia Instagram account is the statement that the blessing between the boarding school and the regional coordinator of the Al-Hasany Santri alumni Association (INSANY) is well established. According to followers, the Instagram account @alhasanymedia has become a medium of information about the boarding school, a medium of visual da'wa, a medium of reminiscence of the times of being a student, a means of promotion of all boarding school activities, and media to continue to establish a blessing and family.

References

- Angraini, D. (2019). Efektivitas Media Sosial Instagram Dalam Menyampaikan Pesan Dakwah (Studi Pada Akun Instagram @islamdakwahcom). Universitas Islam Negeri Raden Intan Lampung.
- Asmani, J. M. (2011). *Teknologi Informasi dan Komunikasi dalam Dunia Pendidikan* (1st ed.). Diva Press.
- Asmaniar. (2019). Instagram Sebagai Media Dakwah (Respon Followers pada Akun @Felixsiauwdan @Yusufmansurnew) *Skripsi*. UIN Alauddin Makassar.
- Deslima, Y. D. (2018a). "Pemanfaatan Instagram Sebagai Media Dakwah." UIN Lampung.
- Deslima, Y. D. (2018b). *Pemanfaatan Instagram Sebagai Media Dakwah Bagi Mahasiswa Komunikasi dan Penyiaran Islam UIN Raden Intan Lampung*. Universitas Islam Negeri Raden Intan Lampung.
- Kadir, A. (2012). Sistem Pembinaan Pondok Pesantren. *Shautut Tarbiyah*, 01(02), 76-99.
- Meleong, L. J. (2017). *Metodologi Penelitian Kualitatif*. Rosda Karya.
- Nasrullah, R. (2015). *Media Sosial Perspektif Komunikasi, Budaya, dan Sioteknologi*. Simbiosis Rekatama Media.
- Nurudin. (2004). *Sistem Komunikasi Indonesia*. Rajapress.
- Wibowo, A. (2019). *Penggunaan Media Sosial Sebagai Trend Media Dakwah Pendidikan Islam di Era Digital*. 03(02), 339-356.
- Wirosukarto, A. H. (1996). *KH. Imam Zarkasyi dari Gontor Merintis Pesantren Modern*. Gontor Press.

- Setiadi, A. (2016). Pemanfaatan media sosial untuk efektifitas komunikasi. *Cakrawala-Jurnal Humaniora*.
- Danuri, M. (2019). Perkembangan dan transformasi teknologi digital. *Jurnal Ilmiah Infokam*, 15(2).
- Hanafi, F., Indriyani, A., Rahmah, A. N., Lathif, A. D., & Pramukti, D. I. (2021). Bijak Bermedia Sosial pada Remaja. *Jurnal Bina Desa*, 3(2), 61-67.
- Aisyah, N., & Rofiah, S. (2022). Dakwah Modern Pada Era Konvergensi Media: Studi Kasus Youtube Pondok Pesantren Nurul Jadid. *Dakwatuna: Jurnal Dakwah dan Komunikasi Islam*, 8(2), 110-126.
- Kahfi, S., & Kasanova, R. (2020). Manajemen Pondok Pesantren Di Masa Pandemi Covid-19 (Studi Pondok Pesantren Mambaul Ulum Kedungadem Bojonegoro). *Pendekar: Jurnal Pendidikan Berkarakter*, 3(1), 26-30.
- Wibowo, A. (2019). Penggunaan media sosial sebagai trend media dakwah pendidikan islam di era digital. *Jurnal Islam Nusantara*, 3(2), 339-356.
- Sufriyah, S., Pernandi, D., Abizar, M., Fadly, M., Abdilah, M. F., Saputro, T. R., & Nugroho, I. (2022). Penggunaan Media Sosial Dikalangan Santri Pondok Pesantren Al-Batoqiyah Dalam Rangka Dakwah Islam. *JATIMIKA: Jurnal Kreativitas Mahasiswa Informatika*, 3(1).
- Mulawarman, M., & Nurfitri, A. D. (2017). Perilaku pengguna media sosial beserta implikasinya ditinjau dari perspektif psikologi sosial terapan. *Buletin Psikologi*, 25(1), 36-44.
- Puspitarini, D. S., & Nuraeni, R. (2019). Pemanfaatan Media Sosial Sebagai Media Promosi. *Jurnal Common*, 3(1), 71-80.
- Rosmalina, A., & Khaerunnisa, T. (2021). Media Sosial Sebagai Alat Komunikasi Dakwah Pada Masa Pabdemi ORASI: *Jurnal Dakwah dan Komunikasi*, 12(1), 147-160.
- Wibowo, A. (2019). Penggunaan media sosial sebagai trend media dakwah pendidikan islam di era digital. *Jurnal Islam Nusantara*, 3(2), 339-356.