

## NEW MEDIA (INSTAGRAM) AS A MEDIUM FOR DA'WAH IN THE POSTMODERN ERA

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### **Abstract**

*One of the social media that is much in demand and consumed by people in the post-modern era is Instagram. This research looks deeper into the role of Instagram as a media for da'wah in spreading religious messages in the post-modern era than previous studies. The method used in this research is a literature review. The articles selected and reviewed in this study were 5 articles based on the Google Scholar database, which were filtered using the Publish or Perish application. Based on the research, it was found that in the postmodern era, Instagram can be an effective medium for da'wah in conveying religious messages. In the context of media sociology, Instagram is used as a da'wah channel that adapts religious messages into a form that is relevant and attracts the attention of Instagram users, especially the younger generation. The strategy of da'wah through Instagram also utilises creativity, digital trends, and compatibility with audience hobbies to increase the attractiveness and influence of da'wah messages. In addition, Instagram is also used as a tool to expand the reach of da'wah messages.*

**Keywords:** Da'wah in the post-modern era; da'wah media; literature review; new media instagram.

### **INTRODUCTION**

Indonesia is a religious country, the activities carried out by Indonesian people cannot be separated from religious values (Hikmah & Chudzaifah, 2022, p. 51). Currently, there are six official religions in Indonesia, namely Islam, Catholicism, Protestantism, Hinduism, Buddhism and Confucianism. The Indonesian Information Portal (Portal Informasi Indonesia, 2022), states the number of religious presensuses as follows: 87% Islam, 6.9% Christianity, 2.9% Catholicism, 1.7% Hinduism, 0.7% Buddhism and 0.05% Confucianism. This religious diversity is one of the heritages that must be maintained.

One way that can be done to maintain this diversity is by providing regular guidance to the people and religious leaders. In general, a lot of coaching is done face-to-face in the same room. However, the spread of the COVID-19 pandemic three years

ago caused changes in communication patterns in society, including a shift from conventional interactions to virtual interactions (Hakim et al., 2021, p. 169). This is in line with the research of Aryantari et al (2022, p. 55) which states that the implementation of guidance to the people during the co-19 pandemic has changed from convention to using social media.

Guidance to religious people has also changed, with many religious leaders using social media as a medium for delivering religious messages. One of the media that can be used for da'wah is Instagram (Ratnasari et al., 2022). This is not much different from Hidayah (2023, p. 37) research, which states that the Instagram account @nuonlinejatim uses it as a media for da'wah because Instagram is a very potential da'wah field for now because it is much liked and attracted by the younger generation who are more likely to have a practical way of thinking.

Dawah media is experiencing rapid development, the emergence of social media such as Instagram also affects the da'wah messages delivered by da'wah communicators (Masruroh, 2022). In a religious context, da'wah media has become an important part of efforts to spread religious messages and spiritual values to the community. This is in accordance with the results of Romario's research (Romario, 2022, p. 144), which shows that generation Z in three high school / equivalent schools in Yogyakarta get a lot of knowledge of events from social media.

Traditionally, da'wah media is used through methods such as lectures, books, brochures, and radio or television broadcasts. However, with the advancement of technology and changes in consumer behavior, da'wah media also needs to adapt to these new developments. One of the increasingly popular media is the social media platform Instagram. Instagram is a photo and video sharing platform that has a very large number of users around the world. Instagram users not only consist of ordinary individuals, but also include various organizations, including religious groups and da'wah communities.

Instagram offers a variety of features that allow users to share information, images and videos directly to their followers. The platform also has interactive features, such as comments and direct messages, which allow for two-way communication between users and their followers. These advantages make Instagram an attractive and effective medium in delivering da'wah messages to a wider audience, especially among the younger generation who are active in the use of social media.

However, while Instagram offers potential as a powerful da'wah medium, there is limited in-depth research on the use of this platform as a da'wah tool. Therefore, this study aims to delve deeper into the role of Instagram as a medium for da'wah in the postmodern era. This research will explore how da'wah content is presented on Instagram, the most effective types of messages, the influence of Instagram on audiences, and audience responses and responses to da'wah delivered through this platform.

In addition, this research attempts to explore the role of Instagram as a medium for da'wah in the postmodern era will provide a better understanding of its effectiveness, the challenges faced, and the opportunities that can be utilized in efforts to spread religious messages and spiritual values. It is hoped that the results of this study can provide insight and a better understanding of the potential and challenges in using Instagram as a medium for da'wah in the postmodern era. The findings of this research are expected to provide guidelines and practical advice for religious practitioners in utilizing this new media effectively in delivering religious messages.

### **New Media Theory**

The emergence of the new media era that is currently developing cannot be separated from the role of the old media era that previously influenced the way people get information. In the social and cultural context, Littlejohn states that media production not only responds to socio-cultural developments, but also influences them. In the current era, where religion has a significant influence and is often used as a tool to achieve certain goals, there is no doubt that the media responds to religious developments (Meifitri & Susanto, 2020). In this context, current religious developments are also influenced by the media.

In classical media theory, Marshall McLuhan introduced the First Media Age, while in new media theory, Mark Poster introduced media developments that he called the Second Media Age. Advances in information and communication technology are the main influence in the development of this new media, which involves digitization. Digitalization, according to Denis McQuail, is a process in which all texts can be converted into binary code and can be produced, distributed and delivered in the same way. In addition, digitization also brings convergence of different forms of media into one. This shows that digitization and convergence are significant evolutions in the media world (McQuail, 2011).

This media evolution also has an impact on various fields, including the religious field in terms of da'wah. Nowadays, people who want to participate in da'wah studies no longer need to travel far to meet the preacher or have to be in a particular mosque or surau. With digital technology, new media provides easy access to information anytime and anywhere. Distance is no longer an obstacle, and the da'wah process can occur without restrictions (Rakhmawati, 2016).

### **Instagram**

Instagram has a word origin that describes its main functions. The word "insta" comes from "instant," referring to the app's ability to display photos quickly, much like the polaroid cameras that were known as "instant photos" back in the day. While the word "gram" comes from "telegram," which describes the way Instagram sends

information quickly over the internet. Thus, Instagram is a combination of the words "instant" and "telegram" (Sari, 2017).

Bambang explained that Instagram is a social media application designed specifically for smartphones. Although it has some similarities with Twitter, Instagram is unique in terms of sharing information through photos. In addition, Instagram can also provide inspiration and increase user creativity through features that allow photo editing to be more beautiful, artistic, and interesting (Atmoko, 2012). Instagram has five main menus located at the bottom of the application display. These include home page, comments, explore, profile and news feed (Sumarwan et al., 2024).

### **Da'wah Communication**

The process of da'wah has something in common with communication activities. In general, communication is a process in which the communicator conveys a message to the communicator through a certain medium in the hope that a certain effect will occur. Da'wah is also the process of conveying religious messages from a communicator to communicants through certain media with the aim of creating religious understanding.

In the context of da'wah communication, the elements of da'wah cannot be separated from the elements of communication. According to the early communication theory proposed by Lasswell, the best way to explain the communication process is to answer the question: Who Says What in What Channel to Whom with What Impact (Effendy, 2001).

In this modern era, the rapid development of technology affects the way of communication in the context of da'wah. Da'wah is no longer limited to lectures at the pulpit. Through the development of communication media, da'wah can be delivered through more modern methods (Hidayah, 2023).

### **RESEARCH METHOD**

The research method in this research is literature review. Literature review research is a method used by examining literature in accordance with the research objectives. The literature review research process includes reviewing, selecting literature that is in accordance with the research theme and then analyzing the relevant topics combined.

Literature searches are carried out using sources such as books, journals, documents, dictionaries, magazines and other sources without conducting field research (Novita Maulidya Jalal et al., 2022). In this study, data/information collection was carried out using the Publish or Perish application on the Google Scholar data base using the keyword "New Media (Instagram) as a Da'wah Platform in the Modern Era". The author selects the required article search results by selecting 6 articles that match the required characteristics.

## RESULT AND DISCUSSION

### Findings

Based on searches using the Publish OR Perish application with the Google Scholar database, 6 articles were selected in accordance with the object of research on New Media (Instagram) as Da'wah Media in the Postmodern Era. The articles are:

1. Title: "Analisis Isi Pesan Dakwah pada Akun Instagram Qomikin. Author and year: Trans et al (2022). Methods: The research method used in this research is content analysis or content analysis which is qualitative in nature. Research Results: Content analysis of da'wah messages on the @qomikin Instagram account which contains messages in the Qur'an and hadith. These messages are related to aqidah, shari'ah, and morals in the form of teachings to do good and consider the balance of life in the world and the hereafter.
2. Title: Analisis Semiotik Unsur Budaya Populer Pada Poster Kajian Dakwah Online Di Media Sosial Instagram @Yukngajiid. Author: Feriansyah (2022). Method: qualitative method with a semiotic approach. Research Results: The da'wah posters on the Instagram account are examined through the sign system contained in the posters. Some of the signs found include the symbol of a man wearing a VR headset, the word "game over", the typeface or font used, the selection of the study title "Our Social Dilema", golden branches, slash and underline punctuation, the Minister of Religious Affairs' statement about "good looking", the model in the poster, and the illustration of a hand playing with a doll's rope. From these signs, it can be concluded that the da'wah posters raise issues related to youth and technology, and emphasize the importance of obeying Allah and avoiding radicalism.
3. Title: Analisis Desain Komunikasi Visual Dakwah Pada Akun Instagram @Nuonlinejatim. Author and year: Hidayah (2023). Method: The approach in research using Descriptive Qualitative. Research Results: The reason why the Instagram account @nuonlinejatim also uses Instagram as a medium for da'wah is because Instagram is a very potential da'wah field for now because Instagram is so favored or interested by young people, where young people today have a way of thinking that tends to be practical. In addition, in its Instagram content, the visual communication design of the content has applied and considered existing design elements, such as line, shape, typography, color, illustration and layout. So that the resulting da'wah poster design can be categorized as a fairly good visual work, it is based on the clarity of information, readability of text, and is able to package da'wah messages easily.
4. Title: *Content Creator @Agikcah Dalam Menyampaikan Pesan Dakwah Dan Pesan Motivasi Di Era Postmodern*. Author and year: Madja (2022). Method: the approach used is a qualitative descriptive research approach. Research Results: The

@agikcah Instagram account makes several videos containing da'wah messages and motivational messages from lectures by scholars, kiai, religious leaders, campus activists, and journalists. In addition, the @agikcah account in the postmodern era depicts a content creator applying contemporary popular culture so that the video of his work looks to have a higher artistic value so that the attraction to enjoy the video work containing da'wah messages and motivational messages is not boring to be consumed by the audience.

5. Title: Da'Wah and Digitalization : Nurul Azka Comedy's Da'wah Strategy Through The Instagram Platform. Author and year: Masruroh (2022). Method: Virtual Ethnography Method with Milles and Humberman Analysis. Research Results: Nurul Azka's personal Instagram account, @nunuzoo, shows that the da'wah strategy used using Instagram is by making a comedy da'wah video theme with viral events, short video duration does not bore the audience. Supporting factors are based on hobbies and have creativity, while inhibiting factors are not having a crew and difficulty in managing time in making comedy da'wah videos.

## Discussion

The research results of the 6 articles above show that practically in this postmodern era, Instagram can be an effective da'wah media in delivering religious messages. Furthermore, when viewed in terms of media sociology and culture, the results of the research can be explained as follows:

1. Research "*Analisis Isi Pesan Dakwah pada Akun Instagram Qomikin*"

The results of this study indicate that the @qomikin Instagram account conveys da'wah messages related to aqidah, shari'ah, and morals based on the teachings of the Qur'an and hadith. In the context of media sociology, this study shows that Instagram social media is used as a da'wah channel that adapts Islamic religious messages into a form that is relevant and can attract the attention of Instagram users, especially the younger generation. This shows how new media plays an important role in the dissemination of religious messages in the post-modern era.

2. Research "*Analisis Semiotik Unsur Budaya Populer Pada Poster Kajian Dakwah Online Di Media Sosial Instagram @Yukngajiid*"

In all research, this study uses a semiotic approach to analyze da'wah posters on the @Yukngajiid Instagram account. The results showed that the posters used signs contained in popular culture, such as symbols of men wearing VR headsets, words and titles relevant to technology and youth issues. In the context of cultural sociology, this research illustrates how Instagram social media becomes a platform for delivering da'wah messages by utilizing signs of popular culture recognized by Instagram users.

3. Research "*Analisis Desain Komunikasi Visual Dakwah Pada Akun Instagram @Nuonlinejatim*"

This research highlights the use of Instagram as a media for da'wah by the @nuonlinejatim account. The results showed that the account produced a da'wah poster design that had clarity of information, readability of text, and the ability to package da'wah messages easily. In the perspective of media sociology, this research shows how the elements of visual communication design are utilized to convey da'wah messages effectively through Instagram social media.

4. Research "Content Creator @Agikcah Dalam Menyampaikan Pesan Dakwah Dan Pesan Motivasi Di Era Postmodern "

This study examines the Instagram account @agikcah as a content creator who uses Instagram social media to convey da'wah and motivational messages. The results show that the account uses contemporary popular culture in its content, which provides higher artistic value and attracts the attention of the audience. In the perspective of cultural sociology, this research shows how da'wah content delivered through Instagram can adapt and utilize popular culture to reach and influence audiences in the postmodern era.

5. The research "*Da'wah and Digitalization: Nurul Azka Comedy's Da'wah Strategy Through The Instagram Platform*"

This research focuses on the da'wah strategy through Nurul Azka's personal Instagram account, @nunuzoo, which produces comedy da'wah videos using viral themes. In the context of media sociology, this study shows how Instagram is used as a platform to spread da'wah messages through short videos that attract audience attention. Factors such as hobbies, creativity, and compatibility with digital trends play an important role in the da'wah strategy carried out through this social media.

Sociology is a scientific discipline that observes society at a certain time and place and recognizes certain values. The purpose of sociology is to gain a deep understanding of society, not to use this knowledge directly against society (Radiah Ap, 2012). While the media, which is part of communication technology with all its potential, is only one component of the system that plays a role in the social life of society. In modern society, the media has been used in various ways to fulfill human needs and interests (Pirol, 2010).

Media and society have a close and interrelated relationship. Separating media from society is like separating fish from water. In a certain context, it can be understood that the media and its existence reflect a society (Pirol, 2010).

The sociology of Instagram media utilized by Da'wah communicators in the postmodern era shows the value that Instagram social media is an effective platform in spreading da'wah messages to the public in this modern era. At this time the community, especially the younger generation, can be said to be almost inseparable from the media in their daily lives.

Through various strategies, such as the adaptation of popular culture, the use of effective visual communication design, creative and entertaining content, and the utilization of relevant signs and symbols, Instagram becomes a powerful tool in influencing and reaching a wider audience for da'wah messages.

## CONCLUSION

In the postmodern era, Instagram can be an effective proselytizing media in delivering religious messages. In the context of media sociology, Instagram is used as a da'wah channel that adapts religious messages into a form that is relevant and attracts the attention of Instagram users, especially the younger generation. In addition, Instagram can also be utilized by utilizing signs of popular culture recognized by users to convey da'wah messages.

The use of effective visual communication design and adaptation of contemporary popular culture in da'wah content on Instagram has also proven successful in reaching and influencing audiences in the postmodern era. The strategy of da'wah through Instagram also utilizes creativity, digital trends, and compatibility with audience hobbies to increase the attractiveness and influence of da'wah messages. In addition, Instagram is also used as a tool to expand the reach of da'wah messages. Thus, Instagram has proven to be a powerful and effective medium in delivering da'wah messages in the postmodern era.

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