

Article

The Role of Social Media Preaching Content on Understanding Islam Among Adolescents in Lentea Village, South Kaledupa District, Wakatobi Regency

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Abstract: This study analyzes the impact of social media content on the understanding of Islam in Lentea Village, South Kaledupa District, Wakatobi Regency. Social media is the main means of spreading Islamic teachings in the digital era. With a qualitative approach and case study method, data were collected through observation, documentation, and interviews with active social media users. The results of the study indicate that da'wah content on social media plays an important role in increasing the understanding of Islam, especially for the younger generation. In addition to forming religious attitudes and behavior, social media also faces challenges, such as the lack of quality content. The main inhibiting factor is the limited facilities and forums for religious activities. Therefore, synergy between the community, religious leaders, and the government is needed to provide adequate facilities. The use of social media as a da'wah medium also needs to be continuously developed so that it has a wider impact in increasing the understanding of Islam and shaping the character of the younger generation.

Keywords: Social Media; Understanding of Islam; Da'wah; Teenagers; Lentea Village.

1. Introduction

Along with technological advances, the internet makes it easier for users to access various needs in daily activities (Katz & Rice, 2002). One example is the use of social media which can be used as a means of communicating with others, providing meaningful influence to the general public, and influencing certain community groups. Social media provides a wealth of information that can be shared with the wider community (Lovejoy & Saxton, 2012). The existence of social media that can be a guide to conveying information or messages to the public with certain goals is a benefit for media practitioners. One of the roles of the media as an information platform that always produces da'wah content specifically aims to make it easier for users to learn Islamic religious knowledge (Sabil M Sungkar & Dadi Ahmadi, 2023). Advances in information technology have changed the way people communicate, including in the field of disseminating religious information (Meyer & Moors, 2005). Social media is currently the most dominant media for disseminating information. Social media is used not only to facilitate social interaction but also as a tool to spread religious knowledge. Through social media sites such as Facebook, Instagram, Twitter, and YouTube, content can be easily accessed by various groups, including teenagers (Delivery of Islamic Preaching Content on TikTok to the Effectiveness of Salamtv Preaching Albahroyni & Sazali, 2023)

Da'wah is an important activity in Islam that has a major impact on the expansion of Islamic teachings (Don & Awang, 2009). The persistent struggle of Islamic scholars plays an important role in the spread of Islamic teachings throughout the world. In this case, da'wah means an invitation to believe in Allah SWT based on Islamic aqidah and law (Hayat & Abidin Riam, 2022).

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Lentea Village is a village located in Kaledupa Selatan District, Wakatobi Regency. One of the important problems in the lives of the local community in Lentea Village, Kaledupa Selatan District, Wakatobi Regency is the lack of understanding of Islam among teenagers. Most of the teenagers in this village do not yet have a deep understanding of Islamic teachings, both in terms of worship, morals, and values in accordance with the Qur'an and Hadith (Noh et al., 2015). This is due to a number of factors, including the influence of a more dominant foreign culture, and lack of access to quality religious education. This condition makes some teenagers vulnerable to negative influences that can damage their understanding and morals. Therefore, it is important to improve religious education for teenagers through more intensive training and guidance (Smith & Denton, 2009).

According to Fahrul Rulmuзу, an immature person is called an adult and does not deserve to be called a child is the definition of a teenager. The same as Hikmandayani's opinion which says that the age of adolescence is divided into 3, namely 10-12 years old is called early adolescence, 13-15 is called middle adolescence and 16-19 is called late adolescence. Based on this, teenagers who have a greater spirit of curiosity are on average around 15 to 19 years old, this is because at this time teenagers feel that they are looking for their identity (Smith & Denton, 2009). However, for early adolescents, it is actually no less important than late adolescents, because they have just entered adolescence, so what their peers say is often listened to rather than what their parents or teachers say (Muhtar & Rohman, 2024)

If the da'wah content on social media is of low quality, does not comply with the true teachings of Islam, or is delivered in a bad way, then the content can also have a positive impact on adolescents, such as increasing Islamic religious knowledge, increasing faith, and encouraging good behavior (Kushardiyanti et al., 2021)

In addition, one of the consequences of using the internet as a da'wah tool is the tendency of internet media users, especially social media, to access various types of da'wah content (Azlan et al., 2020). By utilizing the internet as a medium for Islamic learning, most modern Muslim communities in Indonesia are witnessing important consequences of this (Bunt, 2009). One of the current trends is that the internet can function as a reference source for a number of its users who want to gain religious knowledge (Hayat & Abidin Riam, 2022).

Of the 277 million Indonesians, 204 million are active internet users according to data from We Are Social, a Singaporean social marketing agency, released in February 2022 (Abidin, 2016). This data shows that 191 million of them are active social media users. Then the data shows an additional 1% of new internet users, or around 2.1 million internet users have increased. Of the 204 million people in Indonesia who access the internet, most are used to search for information, find new ideas and inspiration, and communicate with friends and family. 94.1 percent mostly access the internet using mobile phones. The average time using the internet is 8 hours 36 minutes every day. Using social media every day lasts an average of 3 hours 17 minutes (Evans, 2012).

Therefore, there needs to be a serious effort to utilize social media as an effective da'wah tool, especially for teenagers in Lentea Village (Retnowati & Efriadi, 2016). With the rapid development of technology, using Instagram as a digital platform for da'wah can be a wise step to promote Islamic teachings in a more interesting and accessible way. In addition, da'wah strategies that use social media must be carefully planned to meet the needs and characteristics of teenagers and consider the advantages and disadvantages of technology. The use of educational, interactive, and relevant da'wah materials to the daily lives of teenagers can increase their understanding of Islamic teachings (Rahim et al., 2019). It is expected to attract their attention by providing various types of content, such as videos, images, articles, and short lectures packaged in easy-to-understand language (Joshi et al., 2019).

2. Materials and Methods

In this study, a Qualitative method is used in which a researcher describes various problems by analyzing the problem then tracing and analyzing the appropriate literature on the events to be studied (Roth, 2005). The subjects of this study were 4 teenagers in Lentea Village, South Kaledupa District, Wakatobi Regency to describe the events and provide information about the Role of Social Media Preaching Content on the lack of religious understanding of teenagers. In this study, data was collected through observation, interviews, and documentation (Mulhall, 2003). Then analyzed thematically to identify, analyze, and report patterns in qualitative research data with a focus on discussion groups (FGD) (Omeje, 2020).

3. Results and Discussion

3.1 Result

3.1.1 Understanding of Islam Among Teenagers in Lentea Village

Understanding of Islam among teenagers is becoming increasingly important to note, considering the role of religion as a moral foundation and guideline for life that can shape the character and behavior of the younger generation. Teenagers in Lentea Village still lack understanding of Islam, because there is no direct forum for religious activities (Retnowati & Efriadi, 2016). Based on the results of interviews conducted by researchers with Asrahul, one of the teenagers in Lentea Village, that:

"Understanding Islam is very important for us teenagers, because by understanding religion we can know what is right and what is wrong. However, we are still less involved in religious activities because there is no direct forum for us."

From the results of the researcher's observations, many teenagers want to learn to deepen the Islamic religion but are constrained by the absence of direct religious activities for teenagers (Munjin & Windariyati, 2021). This is in accordance with what Rosna, a teenager in Lentea village, said, she said:

"For us teenagers, understanding Islam is very important because with a good understanding we can distinguish between right and wrong. Unfortunately, we still have difficulty in carrying out religious activities because there are no direct forums or facilities that support us to develop in increasing our understanding of religion in depth, such as studying Islam."

Although the understanding of Islam among teenagers in Lentea Village is still low, this religion is a moral pillar and a guideline for life that can shape the behavior and character of the younger generation. Teenagers in Lentea Village said they realized how important it is to study Islamic teachings so that they can distinguish between right and wrong (Hellman, 2006). However, they face the problem of not having a place or direct facilities for religious activities that can meet their interests and needs. As a result, efforts are needed to provide teenagers with adequate and attractive means to participate in religious activities and deepen their understanding of religion.

3.1.2 The Role of Social Media Preaching Content on Teenagers in Lente Village

Islamic preaching content on social media is very important to increase the understanding of Muslims, especially teenagers. Many teenagers can now access religious information anytime and anywhere thanks to the existence of video lectures, hadith quotes, and explanations of Quranic verses (Fakhruroji, 2019). For example, a teenager in Lentea Village can now watch online lectures via YouTube or follow Instagram accounts that regularly share Islamic preaching content. Previously, they did not have many opportunities to attend religious studies at the mosque. This helps them understand the basic principles of Islam, such as prayer, zakat, and ethics of life, without being limited by distance and time.

According to Maji Remaja in Lentea Village:

"In my opinion, da'wah material on social media is very useful for increasing understanding of Islam, especially for teenagers. We can now get religious information anytime and anywhere. Unlike now, we cannot attend religious studies at the mosque. However, we can now follow online lectures via YouTube or follow accounts on Instagram that regularly share da'wah content. By watching content such as video lectures, quotes from had-

iths, and explanations of verses from the Qur'an, we can better understand the basic principles of Islam, such as prayer, zakat, and moral life. Because we are no longer hindered by distance and time, this helps us a lot."

Spreading Islamic Moral and Ethical Values, Islamic preaching content that raises the theme of Islamic morals and ethics can help shape the character of the people, especially the younger generation (Rahman, 2017). Many preaching accounts use social media to discuss the importance of honesty, discipline, and mutual respect. For example, accounts that upload exemplary stories of the Prophet Muhammad SAW who teach good morals such as patience, honesty, and compassion. In this way, preaching content not only provides religious education, but also motivates the audience to apply Islamic principles in everyday life. This is in accordance with what Meisha Remaja said in Lentea Village:

"I think that da'wah content that raises the theme of Islamic morals and ethics is very important to shape our character, especially among the younger generation. Many da'wah accounts discuss Islamic principles such as honesty, perseverance, and mutual respect. For example, I often see accounts that share exemplary stories about the Prophet Muhammad SAW, such as how he showed patience, honesty, and compassion in his daily life. Content like this really helps us understand how we should behave well in our daily lives."

Then Asrahul also said that:

"Dawah content presented in a relevant and fun way is very helpful because social media is full of entertainment and modern lifestyle content. For example, I feel closer to Islamic teachings through videos that explain the verses of the Qur'an in a more relaxed way or funny but meaningful Islamic memes. The way it is delivered is faster and more practical for our lifestyle, so I don't feel burdened when studying religion"

3.2 Discussion

3.2.1 Understanding of Islam Among Adolescents in Lentea Village

Understanding of Islam among adolescents is a very important aspect in the formation of character and morals of the younger generation. Islam not only provides guidance in daily life, but also becomes a guide in facing various challenges of life. However, in the context of adolescents in Lentea Village, understanding of Islam is still relatively low. This is due to the absence of a forum or facility that directly supports them in practicing and deepening Islamic teachings.

Based on an interview conducted with one of the adolescents in Lentea Village, Asrahul, he revealed that understanding religion is very important because it can help them distinguish between right and wrong. However, he also stated that the lack of involvement of adolescents in religious activities is due to the absence of a forum that supports these activities. A similar thing was also expressed by Rosna, another adolescent from the same village (Zainal-Abidin et al., 2019). She emphasized the importance of understanding Islam in their lives, but expressed the difficulties they face in accessing religious activities due to the absence of facilities or activities specifically intended for them.

The results of observations conducted by researchers show that many adolescents in Lentea Village have a desire to learn and deepen their understanding of Islam. However, this desire is hampered by the lack of facilities or activities that allow them to be active in religious learning. This is an important concern for the community and related parties to provide adequate facilities for teenagers to better understand Islamic teachings (Azra et al., 2007). As a solution, concrete steps are needed to improve understanding of Islam among teenagers in Lentea Village. Some steps that can be taken include Establishing a Youth Islamic Council or Study: The formation of an Islamic study group involving teenagers can be a place for them to study Islamic teachings in a structured and directed manner. Provision of Religious Facilities: Providing facilities such as prayer rooms or halls for teenage religious activities can increase their interest in studying Islam. Collaboration with Religious and Community Figures: Involving religious and community figures in guiding and providing Islamic materials that are relevant to the lives of teenagers. Utilization of Digital Media: Using social media or online applications to disseminate Islamic information and materials that can be accessed by teenagers at any time. Increasing the

Role of the Family: Parents have an important role in instilling Islamic values from an early age and encouraging their children to be active in religious activities.

3.2.2 The Role of Social Media Preaching Content for Teenagers in Lentea Village

The Role of Social Media in Spreading Preaching Social media has become an effective platform for spreading Islamic preaching, especially for teenagers (Odah, 2020). With easy and fast access, teenagers can obtain religious information anytime and anywhere. Preaching content on social media comes in various forms, such as video lectures, hadith quotes, and explanations of verses of the Qur'an, which can help improve their understanding of Islamic teachings.

For example, a teenager in Lentea Village who previously had difficulty attending religious studies at the mosque can now watch online lectures via YouTube or follow Instagram accounts that regularly share preaching content. Thus, they can understand the basic principles of Islam such as prayer, zakat, and ethics of life without being hindered by distance and time.

According to one teenager in Lentea Village, Maji, he felt that the preaching material on social media was very useful. He said that by watching lecture videos, reading hadith quotes, and understanding the explanation of the verses of the Qur'an, he can better understand Islamic teachings easily.

Spreading Islamic Moral and Ethical Values In addition to providing an understanding of Islamic teachings, da'wah content also plays a role in spreading Islamic moral and ethical values (Qaraḍāwī, 2010). Many da'wah accounts discuss the importance of traits such as honesty, discipline, and mutual respect. The exemplary stories of the Prophet Muhammad SAW taught in da'wah content also inspire teenagers to apply good morals in their daily lives.

Meisha, a teenager from Lentea Village, stated that da'wah content that raises the theme of Islamic morals and ethics is very important in shaping the character of the younger generation. According to her, exemplary stories about the Prophet Muhammad SAW who showed patience, honesty, and compassion are very helpful for teenagers in understanding how they should behave in their daily lives.

Relevant and Enjoyable Da'wah Da'wah content that is presented in an interesting way and relevant to the lifestyle of teenagers will be more easily accepted (Idris & bin Mohd Jailani, n.d.). Many da'wah creators convey religious messages through short videos, Islamic memes, or light but meaningful animations. This makes da'wah feel more fun and not boring for teenagers.

Asrahul, another teenager from Lentea Village, said that da'wah content presented in a relaxed manner really helps them understand Islamic teachings without feeling burdened. For example, he feels closer to Islam through videos that explain verses of the Qur'an in a light style or through Islamic memes that are entertaining but still contain da'wah values.

4. Conclusions

The understanding of Islam among teenagers in Lentea Village is still relatively low, although they realize the importance of Islamic teachings in life. The lack of a forum or facilities that support religious activities is one of the main factors that hinders them in studying Islam. Therefore, real efforts are needed from various parties, including the community, religious leaders, and the government, to provide adequate facilities for teenagers to be more active in religious activities. Thus, teenagers in Lentea Village can gain a better understanding of religion and make it a guideline in their lives. Social media has a very important role in the spread of Islamic preaching, especially for teenagers. With easy access, teenagers can gain an understanding of religion anytime and anywhere. Preaching content on social media not only provides information about Islamic

teachings but also spreads moral and ethical values that can shape the character of teenagers. The presentation of relevant and interesting preaching further increases the interest of teenagers in understanding Islamic teachings. Therefore, the use of social media as a means of preaching must continue to be developed so that it can reach more young generations and have a positive impact on their lives.

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