

Analysis of Islamic Communication in Improving a Positive Public Image on Ustad Felix Siauw's Instagram Account

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ABSTRACT

The positive image of a person's branding is a legacy that mainly influences his career. A good image is not only to attract consumers in this case mad'u, but also for revision material and mad'u satisfaction. Each da'i has its distinctive characteristics in broadcasting Islamic teachings. Ustadz Felix Siauw uses social media, especially Instagram, to spread his da'wah by using photos, videos, colors, and infographics. This is a combination of creative forms with conservative substance. It was with this matter that Felix succeeded in attracting the attention of young people. Communicants who use Instagram no longer need to use the old method to obtain data or Islamic da'wah from selected preachers. Instagram gives the option to get data for followers. This research uses a qualitative descriptive approach, which has the aim of summarizing and describing various situations, conditions, or phenomena of social reality that exist and are interwoven in society which will become the object of research and try to draw that reality to the surface as a characteristic, character, personality, characteristic, model or reflection of the atmosphere, circumstances, or a particular phenomenon. Ustadz Felix Siauw, who is aware of the rapid development of this era, chose to use Instagram as a medium for preaching. The use of Instagram by Ustadz Felix Siauw as a da'wah media is considered successful in building a positive image in the public. The forms of communication used by Ustadz Felix Siaw in preaching on Instagram include using captions for each article, preaching through novels, aesthetic photographs, and videos accompanied by preaching in them and using animation as an attraction in conveying the message of da'wah in it. These four forms of communication are used by Ustadz Felix Siauw in reaching out to the Islamic communication process so that the preaching messages that are informed can be accepted and understood by the public.

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INTRODUCTION

The positive image of a person's branding is a legacy that mainly influences his career. A good image is not only to attract consumers, in this case mad'u, but also for revision materials and mad'u satisfaction. Each da'i has its distinctive characteristics in broadcasting Islamic teachings.

In the beginning, da'wah activities were just a simple task, namely the obligation to deliver what was received from the Prophet Muhammad. However, at this time the population growth continues to increase, and the demands continue to vary, making da'wah required to be tried in a modern way.

His personality and method of conveying his message are effectively contained in social media today which has become a trend in marketing communications. The use of Internet-based social media that is currently popular among young people is Instagram, Youtube, and TikTok.

The emergence of Instagram is the same as the emergence of other social media in general. Instagram can replace the whole concept of traditional messaging and sometimes longer. The process of spreading messages through social media is easier and faster for citizens because anyone can control them. Social media users can be anyone and can use Instagram as one of the communicators who forward messages to the public.

The condition of spreading messages or data covers all aspects, including the spread of da'wah values. Currently, many da'i are using social media as a medium of da'wah to reach young targets. The results of the survey conducted by the researchers previously stated that Instagram users are dominated by the age of 15-30 years. This age is the age of the user looking for an identity.

According to Muchtar and Ritchey, Islamic religious leaders in Indonesia have used social media such as YouTube, Facebook, or Instagram. They do not leave the old ways of preaching but add to the use of social media as a companion source of information for the public.¹

One of the Da'i in Indonesia who has participated in using Instagram as a tool for preaching is Ustadz Felix Siauw. He is a Da'i who likes to preach through social media and Instagram.

The figure, whose full name is Felix Yanwar Siauw (Siauw Chen Kwok), was born in Palembang, South Sumatra in 1984. He became a convert to Islam in 2002, previously he was a Catholic. Felix studied Islam through his HTI activist friends who were at the Faculty of Agriculture, Bogor Agricultural University. Apart from that, he also preaches through his book entitled *Beyond the Inspiration, Khilafah, Let's Wear the Hijab, Just Break Up, and How To Master Your Habits*.

Ustadz Felix Siauw uses social media Instagram to spread his da'wah by using photos, videos, colors, and infographics. This is a combination of creative forms with conservative substance. It was with this matter that Felix succeeded in attracting the attention of young people.

Communicants who use Instagram no longer need to use the old ways to get information or Islamic da'wah from selected preachers. Instagram gives options to get information for followers. Ustadz Felix Siauw through his Instagram account @felixsiauw also did the same thing in getting da'wah targets at a young age. Felix Siauw uses Instagram by following the needs and preferences of the millennial and zillennial generations by uploading photos and captions on the feed. As one of the preachers who is active on social media and has 5.1 million followers on Instagram.

Of the number of followers above, the author is interested in analyzing the Islamic communication used by Felix Siauw in preaching on Instagram.² According to Steward L. Tubb, social media is trusted by communicants as a place to achieve goals. One of them is to achieve the value of social control.³ As a public figure in the religious field, Ustadz Felix Siauw can spread the values of social control through his preaching on Instagram.

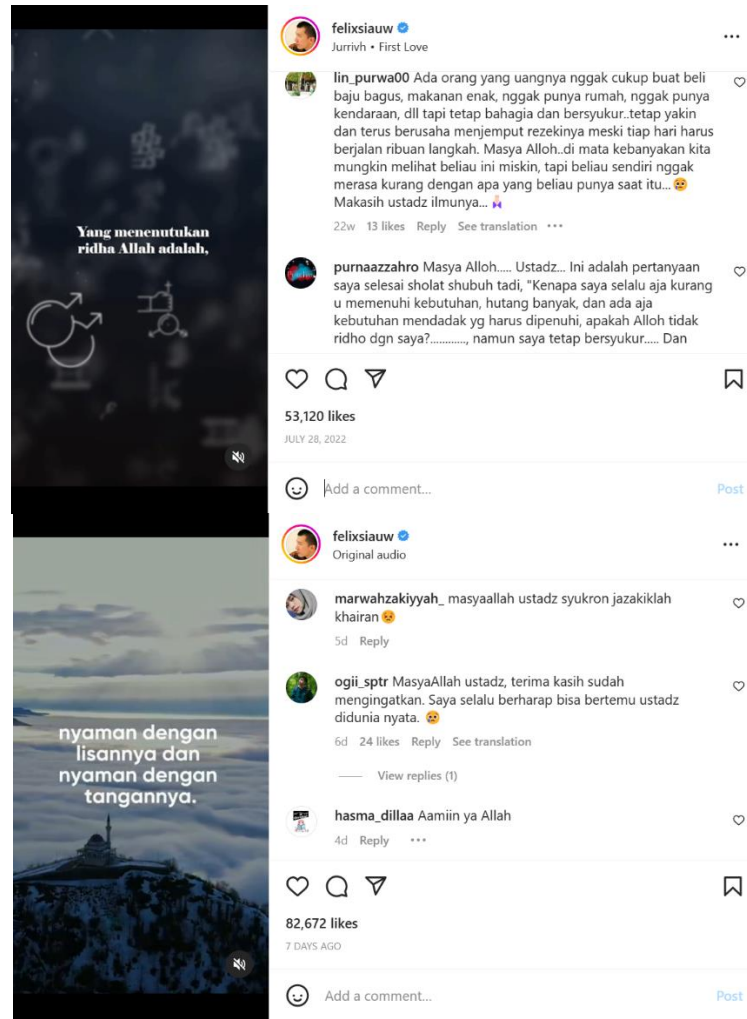
RESEARCH METHOD

The research method is a set of systematic, logical, and rational methods used by researchers when planning, collecting, analyzing, and presenting data to conclude. This study uses a qualitative descriptive approach, which has the aim of summarizing and describing various situations, conditions, or social reality phenomena that exist and are happening in society which will become the object of research and try to draw that reality to the surface as a characteristic, trait, character, a sign, model or description of a particular situation, condition or phenomenon.⁴ The primary data source was obtained from the Instagram account @felixsiauw. The author also conducts non-participant observation, that is, the researcher is not directly involved with the object being studied and the researcher only acts as an independent observer.⁵ The technique that the writer uses in analyzing the data is an inductive analysis technique, in which the researcher concludes specific things.⁶

RESULTS AND DISCUSSION

1. Felix Siauw's Communication Style on Instagram

Felix Siauw adapts the thinking style and preferences of young people in general. Felix Siauw uploads Instagram content that can attract the attention of young people to view his uploads, then lead the opinions of young people in his preaching content. Uploading content that contains satire that wants to provoke dialogue among young people in the opinion column forms an impact where the most important followers in the millennial group feel that the da'wah message informed by Ustadz Felix Siauw fits the conditions they are experiencing, so they feel that the da'wah that is informed by Felix Siauw can share the peace within them. In this case, Ustadz Felix Siauw has succeeded in building a positive image on social media, especially on Instagram media. Like screenshots of posts and comments that researchers take.



In the uploaded content image, it can be seen that Ustadz Felix Siauw has succeeded in building a positive image on social media, especially on Instagram media. Apart from being successful in building his positive image, indirectly Ustadz Felix Siauw can be used as a role model for millennial youth, where each of his posts provides an understanding not only in the context of religion but in terms of life. This is very influential on engagement on Ustadz Felix Siauw's Instagram.

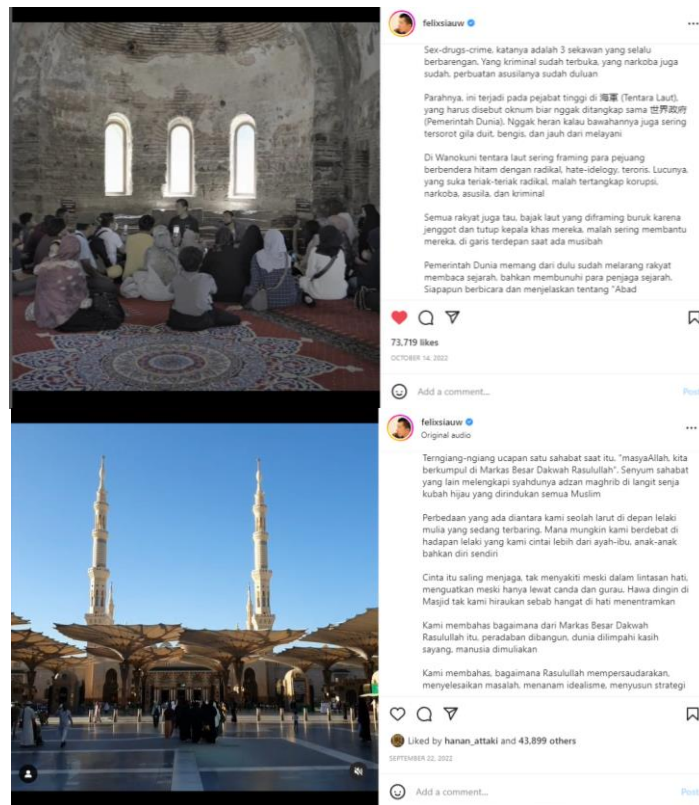
On Instagram engagement is important in the communication process that occurs in the comments column, this feature is useful for content creators where engagement has a positive influence on followers and also affects traffic visits to accounts whose comments are replied to by content creators.

2. Upload Caption as a Da'wah Means

Captions are descriptions or descriptions of content uploaded to social media. There are no conditions in writing captions. In Instagram captions, users can add hashtags or hashtags to create certain groupings or groups of posts that other users can easily access.

Based on its function, Instagram was created as a social media for sharing photos and videos. Many Instagram users upload photos and videos with certain friends as an attraction. Da'I who use social media as a media for preaching are also not left behind. Video lectures, podcasts, wise sentences, quotes, and da'wah agendas can be found on their social media homepage.

In his uploads, Ustadz Felix Siauw uses the caption feature as a medium for delivering goodness, a kind of caption that contains da'wah messages, historical stories, and sentences that invite people to goodness. Ustadz Felix Siauw also tends to use figures of speech, phrases, and sentences that are easily understood by millennials so that what Ustadz Felix Siauw wants to tell his followers can be easily accepted and understood.

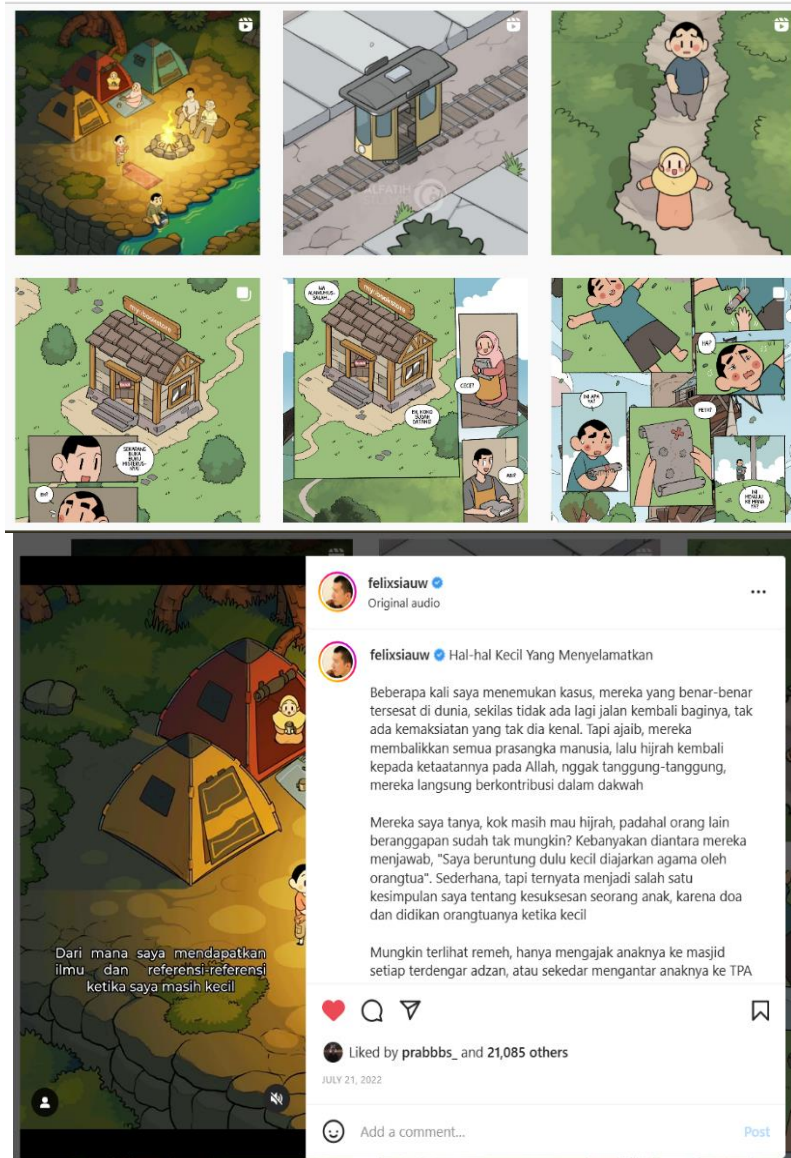


From the 2 photos above, you can see the caption written by Ustadz Felix Siauw using similes and simple phrases so that his followers can easily understand it but has a very deep meaning. Each paragraph written has a word meaning that leads millennial opinion to think straighter in the sense that indirectly Ustadz Felix Siauw invites his followers to always think positively and not be prejudiced in every situation that is being experienced.

3. Preaching Through Comics

Apart from preaching, Ustadz Felix Siauw is also active in writing. Based on the monitoring of researcher Ustadz Felix Siauw, recently published a comic entitled #GuardianOfTheEarth 2nd. This comic tells the story of a family traveling in the wilderness of Crescent Mountain to find the reason for the drying up of water in their village. This book was specially made by Ustadz Felix Siauw for children, Ustadz Felix Siauw tried to design child-friendly reading that was full of meaning and value, trying to instill their love for Islam, for Allah and His Messenger from the start.

On his Instagram account, Utadz Felix Siauw has also returned to posting animations in the comics he wrote. However, in this post, Ustadz Felix Siauw not only uploaded part of the scene in the comic but interspersed with da'wah messages. The appearance of the comic posted by Ustadz Felix Siauw on his Instagram account can be seen in the following image.



Nowadays, comics, cartoons, animation, and other graphic arts have become quite effective public communication media. The spread of culture and civilization is also widely carried out using this medium. Not a few of our Muslim children and young generations have become victims of addiction to media products like this, even though quite a few of the media that our young generation feeds on are full of elements of brainwashing and obscuring faith. From this consideration, it is undeniable that we also have to fill this media with content that contains Da'wah Islamiyah, so that at least we have a better alternative to being able to turn away and protect our generation, especially children, from the negative influence of comics and cartoons, whose mission is contrary to the teachings of our religion and beliefs.⁷

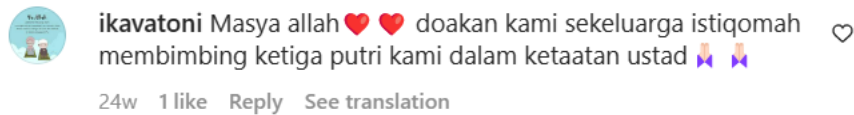
Researchers think that Ustadz Felix Siau is aware of this, so Ustadz Felix Siau writes the comic to present the best references for children out there so that these references become material for them to think and act. Of course, this good intention was warmly welcomed by followers "ustadz feliz siauw, not a few who thanked them, following the researchers attached some comments from followers" ustadz feliz siauw.



ina.munir Terima kasih,haturnhn sdh menghadirkan komik anak yg syarat ilmu dan petualangan..smoga bisa terus memberikan karya terbaik yg bs menjadi inspirasi anak2 dan terutama tmbh nya ilmu agama..❤



23w 1 like Reply See translation



Indirectly, Ustadz Felix SiauW succeeded in conveying his da'wah to his followers, this can be seen from how Ustadz Felix SiauW can stimulate his followers by making them provide comments on the content posted by Ustadz Felix SiauW as shown in the picture above and also building a positive image in preaching.

4. Portraits and Video As Content

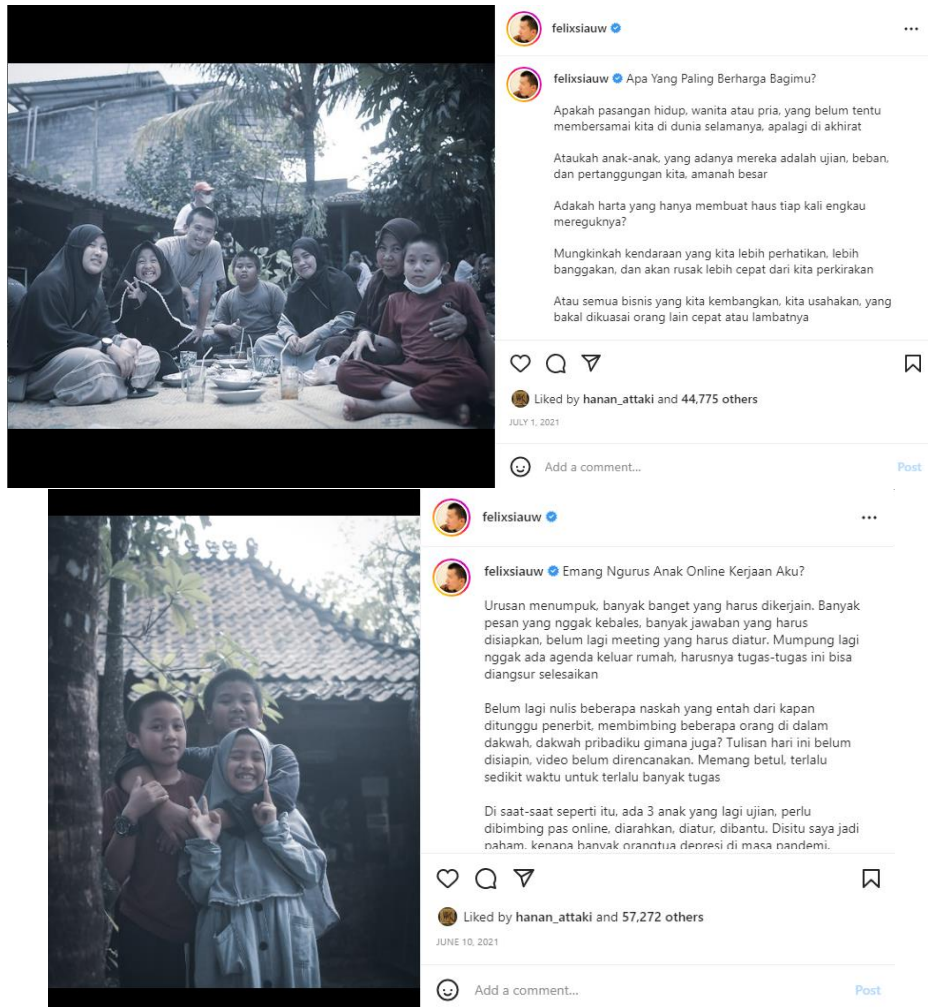
Social media Instagram is indeed an application whose initial creation was used as a place to share photos, but it is different from Ustadz Felix SiauW who uses Instagram as a medium for spreading da'wah messages. The content of Ustadz Felix SiauW's Instagram account feed contains uploads of individual portraits in black tones, family pictures, da'wah illustrations, and videos containing positive messages, both containing moral messages in taking life or videos containing da'wah messages.

The value of da'wah is informed by Ustadz Felix SiauW in his photo by interpreting a method from the image. An example of image interpretation can be seen in the following photo.



The picture above represents the writings of Ustadz Felix SiauW relating to death. Ustadz Felix SiauW does not use any illustrations, he uses a picture of himself and gives certain analogies to his followers. The explanation written in the caption section will concentrate on the opinions of netizens to assume uniformity. His picture with his wife also focuses his followers on loving those around him.

Ustadz Felix SiauW also uploaded a picture of his family on his feed. Family pictures with related captions to love the family and the priority of the family as Muslims. The following is a family photo contained in Ustadz Felix SiauW's Instagram feed.



Not only dominated by individual pictures but Ustadz Felix Siauw's account is also filled with family articles. Photos of his wife and children were also used by Ustadz Felix Siauw as an illustration of his preaching about family and children.

On the other hand, for uploads in the form of videos, Ustadz Felix Siauw uploads videos in the form of video clips from the YouTube channel which aims as an enticement to attract audiences to watch his da'wah videos in audio-visual form. One of the uploads can be seen in the following image.



The picture above is an excerpt from one of the videos uploaded by Ustadz Feliz Siauwa on Instagram as the lead for da'wah content on his YouTube channel. The written caption also attracts followers to share their comments for discussion and interaction, either with Ustadz Feliz Siauwa himself or with other followers.

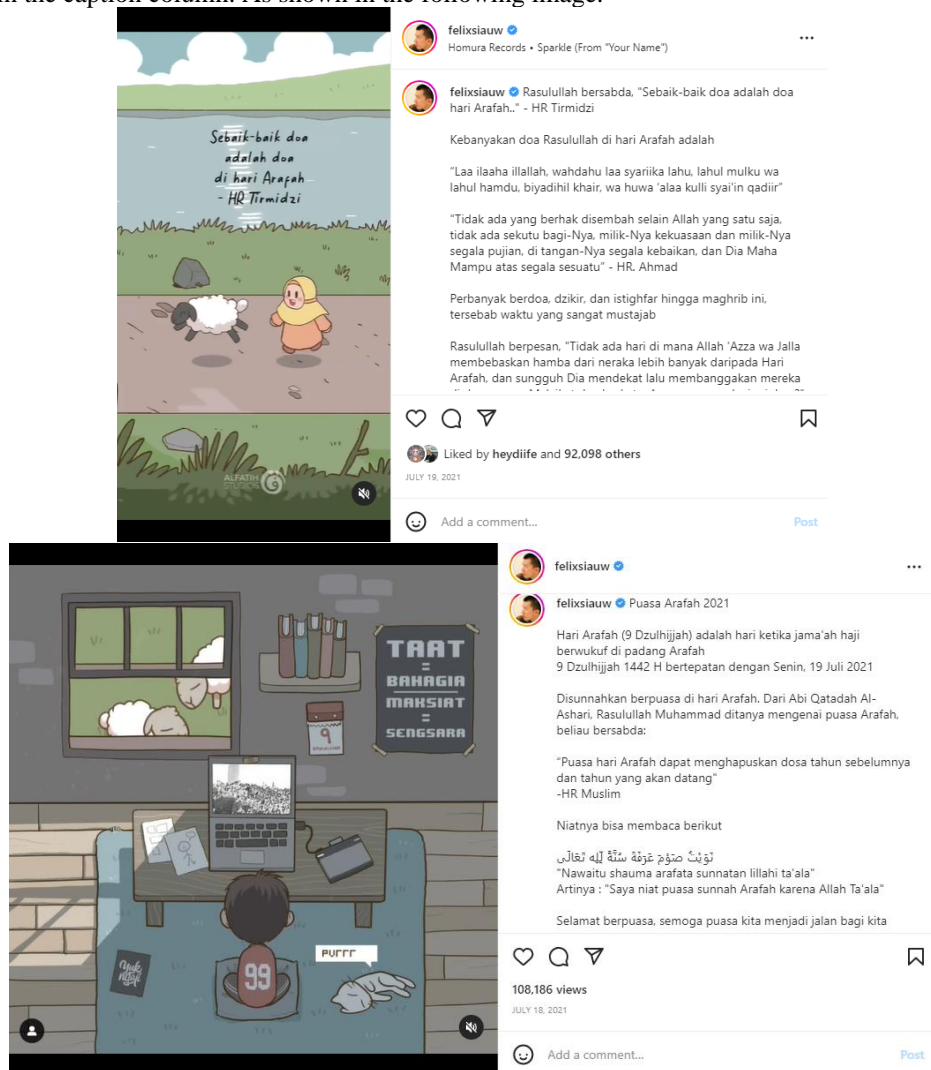
The strategy of uploading pictures and videos to his Instagram followers is one of the ways to mobilize the masses who want to know the life of public figures to get a closer understanding of their role models. Understanding public figures through photos and written descriptions is a form of emotional closeness in communicating between Ustadz Feliz Siauwa and his followers on Instagram.

5. Animation as a Da'wah Media

In the current era of digitalization, preaching is no longer just lectures that are tried on the pulpit or in scientific assemblies. Currently preaching is done in a way or method that is more instantaneous so that it can spread to all corners easily.

In the current electronic era, da'wah can be spread with 3 media, namely audio media, visual media, and audiovisual media. da'wah can be spread with 3 media, namely audio media, visual media, and audio-visual media. Animation is a moving visual form that can be used to explain something. The animation itself is included in the type of audio-visual media because in its presentation this media has sound as well as visualization.⁸

In uploading content contained on Ustadz Feliz Siauwa's Instagram account, there are some uploads in the form of animation where the animated video shares visualizations related to the message of da'wah being conveyed in the caption column. As shown in the following image.



In the photo above, Ustadz Feliz Siauwa explains fasting on the day of Arafat where this fast is attempted when pilgrims are standing at Arafah, namely on the 9th of Dzulhijjah, the virtue of fasting on Arafat itself is that it can abort sins in the previous year and the year to come. The animation uploaded by Ustadz Feliz Siauwa

shows a boy looking at people standing at Arafah, which is in line with the preaching conveyed through the caption column.

After that, a girl was running with the sheep accompanied by a message of preaching. The content of the da'wah message is the priority of praying on the day of Arafat, in the animated video you can see that some hadiths appear in the middle of the video, in line with the girl's footsteps.

CONCLUSION

The positive image of a preacher's brand is the most important asset that influences his career. A good image is not only to attract consumers, in this case mad'u, but also for materials for improvement and satisfaction of mad'u. Da'wah activity was originally just a simple task, namely the obligation to convey what was received from the Prophet Muhammad. However, now the development of society is increasing, demands are increasingly diverse, making preaching demanded to be carried out in a modern way.

Ustadz Felix Siau, who is aware of the rapid development of this era, chose to use Instagram as a medium for preaching. The use of Instagram by Ustadz Felix Siau as a da'wah media is considered successful in building a positive image in the public. The forms of communication used by Ustadz Felix Siau in preaching on Instagram include using captions for each article, preaching through novels, aesthetic photographs, and videos accompanied by preaching in them and using animation as an attraction in conveying the message of da'wah in it. These four forms of communication are used by Ustadz Felix Siau in reaching out to the Islamic communication process so that the preaching messages that are informed can be accepted and understood by the public.

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