

EXPLORING THE VIEWS OF MUSLIM IN DEPICTING PEOPLE IN SOCIAL MEDIA

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Abstract

This paper explores social media conversations by Muslims through discourse analysis. The study looks into TikTok App about the view of Islam and Muslims in representation of other on social media. A discourse analysis of Tiktok App reveals that people are changing their perceptions, attitudes and opinions through the TikTok App. Netizens like, comment and share the material in accordance with their interests and ideology. The previous study has found that Islam is the only religion on social media which is being portrayed in a negative fashion. The hot discourses that found are jihad, niqab, hijab, mosques, terrorism, which were the most common discourses on Facebook. On the other hand, this study will take from the Muslims perspective on the issues social media. Follow the following pattern: General statement about the importance of the topic, gap in literature or discrepancies between theories and practices, purpose of study, method, main findings, and conclusion.

Keywords: Islam, Muslims, Social Media, Muslims Representative of other

INTRODUCTION

Modernization in digital era have develops new technologies, cultures, values, and lifestyles. On the other hand, it also emerges the social media which have become a form of modernization. Nowadays, people can communicate, interact, and share videos easily and quickly bu using social media applications.

Social media becomes an important need for the community, this fast and advance era make people complecement with the ease and convenience of social media. Currently, the social media videos sharing applications is available on smartphones. Social media is an online media, with its users can easily participate, share and create content, including blogs, social networks, wikis, forums and the virtual world (Cahyono, 2016).

The social media that are widely used such as Facebook, Twitter, Instagram, Line, WhatsApp, YouTube, TikTok and So on. Currently in 2023, in Indonesia Tiktok is the most popular application that used for video sharing social media proven by download records on Google Play more than 100 milion of download. Eventhought the need of local consumers is high, but the impact of it was abuse is also great. TikTok has potential for pornographic and sex character (Damayanti & Gemiharto, 2019)

However, because of this reason TikTok is the main discussion in this study. TikTok applications allows the users to create videos in 15 seconds to 1 minute. So, at the end of 2023 the duration of creating a video can be up to 3 minutes length and interact in comments or private chat. It prvide unique special effect and interesting which is suopported with various music, So the users can perform with a variety of style or dances, and still mush more so encourages the creativity of its users to be a content creator (Susilowati, 2018)

In this study will focuss on the theory of Daniel Berger, 1972 in term of correlation between the imange and the viewer. The understanding and meaning of an image can vary based on perspective, knowledge, emotions, and personal experience of viewing.

Moreover, The Subjectivity in the experience of viewing images for each individual can provide different interpretations.

According to (Leeuwen, 2008) Three possible strategies for visually representing people as “others,” as “not like us,” follow from this:

1. ***The strategy of distancing***, representing people as “not close to us,” or as “strangers”;
2. ***The strategy of disempowerment***, representing people as “below us,” as “downtrodden”, or “eyes level”.
3. ***The strategy of objectivation***, representing people as objects for our scrutiny, rather than as subjects addressing the viewer with their gaze and symbolically engaging with the viewer in this way.

Muslims as a viewer is the main discussion in this study, how Muslims representative of other in the social media of TikTok.

METHOD

Respondents & Instruments

In this research all pages of Muslims View were selected in English language not from a single country but from various countries. The selected pages are mostly administrated from Indonesia and Malaysia. Not only the viral issues in Indonesia but also Heavy content about Hamas Organisation in Palestine and Israeli attack are also being uploaded in other Indonesian or European languages.

For investigating the available material and evaluating the hot discourses on TikTok, 5 comments in Video TikTok have been selected as a sample while using purposive sampling technique. The criteria was developed to select this sample among the much of videos contents of TikTok, those videos were heavily liked, very active, most comments and followers.

Purposive sampling method was adopted for selection of study material from 10 selected comments on each TikTok videos which are most liked, Shared and commented posts have been selected, within the time frame of 1st January 2023 to 30th November 2023. Discourse Analysis method was used for analyzing the data, with the nature this research and for getting desired results.

Procedures

For the interpretation of the data, researchers have divided the analyzed material into various categories so that a clear understanding can be given about the material. Researchers have developed these categories to explain and interpret the available data while putting it into certain categories. These categories have been developed in accordance with the nature of the findings. Such type of categories have already been used by other researchers (Oboler, 2014, p. 34) (Iqbal, 2010, p. 99).

All the categories have been distinguished with alphabetical letters like A, B, C, D, etc. in accordance with their content either in written or pictorial form.

- a. Muslims feels close to the actor in the video
- b. Muslims feels stranger to the actor in the video
- c. Muslims who look up to the actor in the video
- d. Muslims who look in the eyes level to the actor in the video
- e. Muslims who look down to the actor in the video

Data Analysis

In data analysis, this article takes an example from 1 video that shows a currently hot issue. namely about a K-pop idol from the Nct group named Doyoung. In the video, the idol takes a photo using MCD products and becomes the brand ambassador for these products.

This has also become a hot topic of conversation among Muslims, as we know that MCD products are products that very openly support Israel in colonizing Palestine. Therefore, the data taken is the comments contained in the video, and analyzing how a Muslim views the photos in the video.

In the @si_jeuni7 account, there is a video about an idol's advertisement promoting MCD products. Muslim views are also different on this matter;

@AyuQy1208: If you're disappointed, that's okay, please unfollow so that it can be a lesson for Doy, so you can be more careful in choosing. But please, don't hate comets, let alone be a provocateur for hate comments.

@alesyaa: "I'm afraid Doyoung will go on hiatus" HE'S ON hiatus and he's still alive WOY! instead he laughed at home without feeling guilty.

@Crown.hope: in the afterlife we will be reunited with the people we love, so just choose.

@Dipta: I don't hate it, I'm just disappointed, I will support you again if the problem is resolved.

@chica loca: who is still defending him, later if the angel in the grave asks "man robbuka?" Doyoung's answer is certain.

FINDING AND DISCUSSION

From the analysis results obtained, it is known that the strategy used between image and viewers is in the look up category, which is people look up to the actor because the actor is a public figure, namely a K-pop idol.

The Analysis of comments in the video, saying that most Muslim fans feel disappointed because the idols they love and admire promote products that support Israel. and we know that Palestine is Indonesia's brother. Because of these contradictory things, many Muslim fans felt angry and disappointed and decided not to idolize him any longer. However, there are still Muslim fans who defend their idols, for various reasons, because of work, company demands. So there was a separate conflict among Muslim fans, some said that people who still supported him were said to have closed their eyes and ears to the truth.

CONCLUSION

From here we know that images can represent and make people discuss things, because everyone will have a different understanding and different opinions.

However, as a Muslim, when you have an opinion you must be accompanied by an understanding of your religion. so that you don't take the wrong steps and don't go outside the rules of Islam.

ACKNOWLEDGEMENTS

I would like to say thank you to my lecturer, Mr. Dedi for providing the great theme and helping me to write the article until it finished alhamdulillah. I'm looking forward for the next project with another exciting theme.

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