

THE USE OF TIKTOK ACCOUNTS @HUDZAA IN THE FULFILLMENT OF FOLLOWERS' RELIGIOUS KNOWLEDGE

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Abstract:

Social media can affect people's mindset and lifestyle, especially millennials. From various information obtained on social media, one of them that can be applied is da'wah activities. This research uses a social media case study, namely the Tiktok application conducted by Hafiz Qur'an, and a young da'i, the Tiktok account @Hudzaa. The case study in this study is that followers of Tiktok accounts @Hudzaa. Research method, using qualitative methods with a descriptive approach and interviews with followers. The purpose of this study is to find out whether there is an influence of the @Hudzaa tiktok account on the effectiveness of da'wah for followers. The study's results, the use of TikTok @Hudzaa as a da'wah medium is appropriate, and a short drama in da'wah has a positive impact on followers, so followers have applied it in everyday life. It is hoped that this research can be a new insight for the millennial generation and in creating content on the Tiktok application to be more innovative in delivering da'wah in accordance with the challenges of the times.

Keywords: *TikTok, Dakwah, Millennials*

INTRODUCTION

The development of the times makes it easier in various fields, especially in Communication (Muhamad et al., 2021). With the development of technology, making developments continue to grow, one of which is the emergence of Android, which facilitates and accelerates both work and remote Communication. Then came various new applications, such as social media (Muhammad & Satya, 2021).

The peak of social media itself was felt during the COVID-19 pandemic from December 2019 to 2022, which caused outdoor community activities to be restricted or lockdown. According to Hootsuite, a content management service site connected to several social media networking sites, in 2020, there were 160 million social media users in Indonesia. In 2021, there was an increase of 4.20 billion active social media users, which means 53.6% of the world's population (Hikmawati & Farida, 2021).

The most accessed social media during the pandemic is TikTok. This is evidenced by statistical data sources in 2020, as many as 22.2 million active users of the application, then in 2021, as many as 92.2 million users (Hayati, 2021). This increasing number makes Indonesia the second-largest TikTok market in the world. TikTok is an application created by the Chinese state that displays short-duration videos with



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exciting songs. The application, released in September 2016, began entering Indonesia in September 2017. With TikTok, people can share knowledge, share food recipes, and daily habits and preach (Perdana et al., 2012).

As reported through Kompas.com TikTok users, 42% come from generation z or young people aged 18 to 24 years. However, not infrequently, posts posted on the Tiktok application contain elements of Sara and content that can damage the thinking of the nation's next generation or millennials. Therefore, scholars or da'is make TikTok a field of da'wah (Hayati, 2021).

A person who conveys the message of da'wah is called a da'i, everyone can become a da'i if they understand and understand religious knowledge. Basically, everyone is obliged to deliver da'wah. The task of da'wah was not only given to the Prophet and scholars but all Muslims. This is expressed in the Qur'an Surah Al Imran verse 110 as follows:

كُنْتُمْ خَيْرَ أُمَّةٍ أُخْرِجَتْ لِلنَّاسِ تَأْمُرُونَ بِالْمَعْرُوفِ وَيَنْهَوْنَ عَنِ الْمُنْكَرِ وَتُؤْمِنُونَ بِاللَّهِ وَلَوْ آمَنَ أَهْلُ الْكِتَابِ لَكَانَ خَيْرًا لَهُمْ مِنْهُمُ الْمُؤْمِنُونَ وَأَكْثَرُهُمُ الْفَاسِقُونَ

Means:

"You are the kindest group of human beings God created, who are tasked with conveying good and preventing evil and strongly believe in God. If people from among the People of the Book believed and practiced this teaching, surely it would be better for them, for some of them would have sincere faith, even though most were inclined to do wrong deeds."

In addition to Al-Imran verse 110 the command to preach is also found in the Qur'an surah Al-Imran verse 104 which reads:

وَلَتَكُنَّ مِنْكُمْ أُمَّةٌ يَدْعُونَ إِلَى الْخَيْرِ وَيَأْمُرُونَ بِالْمَعْرُوفِ وَيَنْهَوْنَ عَنِ الْمُنْكَرِ وَأُولَئِكَ هُمُ الْمُفْلِحُونَ

Means:

"And behave as a group of people who invite to good works, encourage right works, and forbid from wrong works; They are those who are lucky."

Muslims, especially those who understand religious science, should be able to preach from these two surahs. Da'wah is one of the activities of inviting, calling, and conveying instructions from Allah SWT to other humans to carry out all His commandments and avoid all prohibitions by the messages of goodness in the Qur'an and Hadith.

Delivering the message, there are efforts from preachers so that their da'wah partners can accept the message of teachings. In connection with the delivery of da'wah on social media, it is the main target of young ustadz or da'i to preach through applications found on Android. Because of the rise of new applications, many posts are more inclined to the mundane, and many millennials have a moral crisis and flawed characters. This is targeted and allows young da'is to deliver da'wah through the

TikTok application, which is being favored by the millennial generation with various creativity through videos posted (Pratiwi, 2022).

One of a young hafiz and a young da'i and as tiktokers whose real name is Hudzai who is from Tasikmalaya, he has a TikTok account named @hudzaa. He posts da'wah content that fits perfectly with everyday life. In addition to his handsome face and similar to one of the Indonesian artists named Kiesha Alvaro, the unique and exciting way of preaching hudzai makes the millennial generation interested in seeing his videos. This proves that TikTok can be used not only for worldly things but also for preaching (Muhamad Parhan, 2022). If you pay attention, @hudzaa TikTok account initially only posted like activities in pesantren. Then he got feedback from followers in the form of questions, and he began to answer questions from the comment section, such as "Can menstruating women cut nails?", "What is the law for praying in congregation with a boyfriend?".

By making various innovations through his da'wah videos, he has 2.7 million followers and has content aimed at sharing his knowledge about Islamic teachings. This phenomenon is considered very interesting to study because the number of followers who follow @Hudzaa is quite a lot, and researchers see this as an optimization of new media for da'wah, so it is interesting to research. This paper's research focuses on observing followers' religious knowledge through the Tiktok account owned by @Hudzaa as a new medium for conveying da'wah messages. The goal is to see the use of Tik-Tok as part of a new media in da'wah and disseminate the knowledge possessed by Tik-Tok to spread Islamic values in da'wah innovation. In accordance with this background, the author is interested in conducting a study with the intention of wanting to understand how @hudzaa uses TikTok accounts in fulfilling the religious knowledge of their followers.

METHOD

This research method uses qualitative research methods with a descriptive approach. The research carried out is research by online through an interview process. The location of this study is the @hudzaa TikTok account, and the subject of the study is followers who are millennials. Every TikTok upload contains @hudzaa da'wah material that will be conveyed to his followers. Da'wah material is a variety of messages that convey Islamic teachings or various things that must be conveyed to the object of da'wah, namely various Islamic teachings contained in the Qur'an and the sunnah of the Prophet of Allah.

In short, the message of da'wah in it contains subjects or materials in which it contains religious lessons that Dai will deliver to mature in a da'wah activity to achieve a predetermined goal, in short, the message of da'wah in it contains subjects or materials in which it contains religious lessons that will be delivered by Dai to math in a da'wah activity to achieve the goals that have been set (Telkom, 2023).

In this study, the data collection used interview methods and a literature review. An interview includes a method to get information or data about something by asking directly to the informant. Before running the

interview, of course, the researcher has prepared questions that will be asked of the speakers. The presentation of data is carried out in the form of narration or short description in the form of text.

In conducting interviews, it was given to 101 TikTok followers @Hudzaa. This instrument is in the form of 10 short questions in the form of questions in understanding followers in da'wah that the @Hudzaa tiktok account has submitted, then how much impact in daily life after seeing da'wah videos @Hudzaa and in the form of inputs or suggestions for tiktok accounts @Hudzaa in the following video.

RESULTS

Based on the results of research in the form of interviews with 101 accounts followers of the @Hudzaa TikTok account. TikTok accounts @Hudzaa have many followers; this will further expand the communication network and influence popularity. Social media is now a primary need because it is very accessible; everyone can create the content they want and are free to share anywhere, anytime. One of @Hudzaa's TikTok accounts has 2.7 M followers, and 95.3 M likes on each of his posts. Moreover, each post has a characteristic that is a drama that can be taken moral message for everyday life. Moreover, share his knowledge about the teachings of Islam.

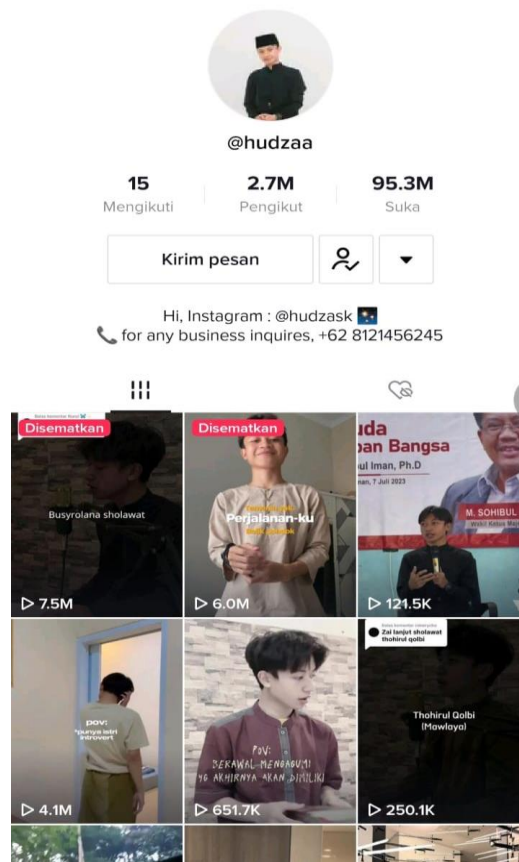


Figure 1. Profil Account @hudzaa

The follower sample was found to be dominated by the female gender, with a total of 76.2% and 23% of men. As for the data, it is shown in the following diagram:

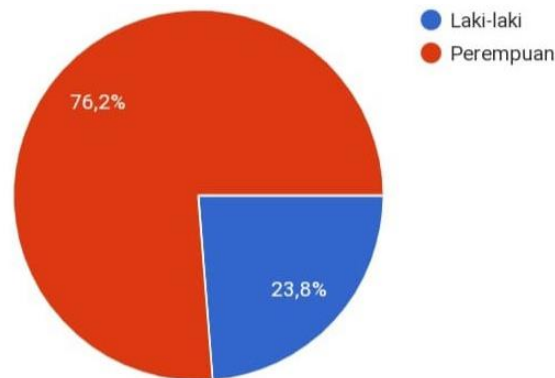


Diagram 1 Data Analytics Information

Based on the pie chart, it can be concluded that visitors and followers of the TikTok account @Hudzaa are more than the female gender. This proves that the @Hudzaa tiktok account looks more attractive and has a beautiful face, so many women follow the account. Moreover, TikTok accounts @Hudzaa have learned about daily life and often do live or live broadcasts so as to open up opportunities for followers to discuss and get solutions to problems religiously and according to Sharia. So unexpectedly, this makes @Hudzaa's tiktok account continue to increase. Even @Hudzaa often makes dramas that invite entertainment but moral value juxtaposed with hadith or verses of the Qur'an and influence problems in everyday life.

Moreover, respondents comprised 4 vulnerable ages, namely 13-15 years, 17-19, 21-22 years, and 24 years. As for age vulnerability, it will be listed in the following table chart bar:



Figure 3. Bar Chart of Age Vulnerable

Based on the results of interviews with 101 followers of the @Hudzaa tiktok account, it can be concluded that the age of being more interested in @Hudzaa posts and increasing compared to the age of 13-17 years, and the age of 24 years is 19-22 years. This can be concluded that millennials often see and watch the impressions and posts of the @Hudzaa TikTok account. While at the age of 13-17 years, there is no increase, and at the age of 24 years has decreased compared to the age of 19-22 years.

DISCUSSION

Tiktok

TikTok is an application that can share videos, apply digital filters, and can share them with various social networking services. TikTok not only displays entertainment videos but can also share videos that have religious values (Santri et al., 2020).

The existence of TikTok often causes various impacts on users, both those that have positive and negative impacts. Often the intensity of its use impacts things that are deviant and not by Islamic rules or values, such as dances and the like. Over time, content creators began to use Tiktok to post positive content, including da'wah.

Preachers use this to preach on Tiktok and make it a weapon to prevent evil or things not based on religion (Hadijah et al., 2020). Therefore, the nature or attitude of individual diversity can indirectly affect it when it has a high intensity in seeing tiktok da'wah as a medium in meeting the need for religious knowledge.

Da'wah

Mining in the field of Communication has proliferated. Social media provides various conveniences for users with certain motives to meet their needs, such as media in preaching. Da'wah, according to language, comes from the words da'wah, da'a, and yad'u, which means exclamation, invitation, or call. At the same time, understanding da'wah in the Islamic language is an act of Communicating Islamic messages. Da'wah is a technical term understood as an effort to appeal to people towards Islam (Febriana, 2021).

Basically, humans in everyday life cannot be separated from the potential of nature (Harmi, 2022). Therefore, the understanding of religion cannot be separated from human life. This is because religious understanding is an effort to guide and develop the potential of nature. There are several elements in da'wah, including the following (Salma et al. et al., 2022):

The first Da'i (Da'wah Perpetrator) gives or conveys the message of da'wah both orally and written to men. In its mention, data can also be called missionaries. However, this mention has narrow connotations because people tend to mean people who convey Islamic teachings orally only, such as religious preachers and khatib. In this study, the preacher was Ustadz Hudzaifah Aslam. the second, Mad'u (Da'wah recipients), are people who receive or get messages from the da'i. In this study, the men

are followers or followers of TikTok @Hudzaa. The third, Maddah (Da'wah Material), is the content or message of da'wah delivered. In this case, the maddah is the teaching of Islam itself because all the teachings of Islam in outline are Shari'ah, Akhlah, and Akidah. Moreover, the last, Wasilah (Media Da'wah), is a media or tool used to convey da'wah material (Islamic teachings) to men. In this study, the testament used was Tiktok @Hudzaa.

Millennial

The target of da'wah on Instagram is the young generation of Indonesia because they are pretty active internet users. The young generation of Indonesia, in general, is the Millennial Generation and Generation Z. These two groups have solid ties with social media, including Tiktok. This generation not only reacts to modern life trends but also uses to get information increasing knowledge, one of which is accessing da'wah content on Tiktok(Salsabila et al., 2022).

If Indonesia's young generation often accesses da'wah content on social media such as Tiktok, their religious knowledge will increase and affect the level of religious behavior according to Islamic teachings (Telkom, 2023). This action indirectly affects their way of thinking and ideology in religion. In Indonesia, many da'is preach through social networks. One of them is a young ustadz famous for his easy-to-understand language and is very easy to discuss through his TikTok account. With this Tiktok, he has been followed by 2.6 million people and liked 91.7 million likes of videos containing Islamic religious teachings (Palupi et al., 2021).

In this study, researchers chose Ustadz Hudzaa as the subject because he is one of the speakers widely known among Millennials and Generation Z. Ustadz, better known as Hudzaa, is widely known for his delivery style that often uses modern language. The topics presented are very light, easy to understand, and straightforward.

When doing da'wah, he is very relaxed and sometimes gives funny humor so that the worshippers focus on listening. Having a handsome face and a melodious and soft voice makes ustadz Hudzaa has its characteristics. He presented the material in each study and chose topics relevant to everyday life. He always teaches them to practice Islamic religious knowledge. He proves that ustadz Hudzaa is widely followed and sought after by social media users to know various other da'wah, especially among the young generation of Indonesia who needs Islamic moral cultivation—evidenced by the large number of followers on his Tiktok account and the many fanbase accounts of ustadz Hudzaa to repost the da'wah videos he delivered (Randani et al., 2021).

Communication requires an effect or change in the communicant, not only in one person but in many people. Effects become an essential part of the overall communication process. Information and religious activities are carried out through social media digital devices that can connect each user in interaction, sharing, communicating, and collaborating actively and interactively (Prastiwi et al., 2022).

In this case, social media manifests into a space of social relations that can meet the various needs of its users, including fulfilling religious information spaces. Moreover, the COVID-19 pandemic, where the Government requires the implementation of social activities from home, has accelerated the digitalization of daily practices (Pubian & Herpratiwi, 2022). This contributes significantly to the increasing use of various internet platforms to support daily activities so that the internet, especially social media, becomes a kind of new space that provides popular, interactive, audio-visual, animated, and graphic religious content to reach a broad and large audience (Fakhruroji et al., 2020).

Similarly, what da'i needs when broadcasting da'wah is expected that men understand the message conveyed. In addition, it is also expected for d'you to be able to apply the message of da'wah in everyday life. When this happens, the da'wah process is declared effective (Sa'diah et al., 2022).

The theory of uses and gratification was introduced (Pamungkas et al., 2022) in *The Uses of Mass Communication: Current Perspectives on Gratification Research*. This theory explains if media users or audiences are considered active to use and choose media according to their needs. According to Syafril, the need for information is divided into 4: the Current need approach or the needs of information users. Among them are the first, they have a function to increase knowledge, the everyday need approach or user needs that are fast and specific. Then exhaust the need approach, or user needs regarding information that is detailed and has a complete, specific, and relevant nature. Moreover, the last, catching-up needs approach (the user needs concise but complete information).

In this case, the relationship between TikTok followers @hudzaa and TikTok accounts @hudzaa is the Current need approach, which is the user's need for information to increase knowledge. Through an interview with one of the followers of the @hudzaa TikTok account with the account name @sweetyhnnn, he revealed that since following the Tik Tok account @hudzaa, he gained valuable knowledge and implemented it in his daily life.

Sweaty said what hudzaa revealed in her Tik Tok post that participants can implement in their daily lives is to always be patient in facing life's tests. Because one of Hudzaa's TikTok posts said, "Why Allah created this universe? There is a process because Allah wants to teach humans that when you want to get something, there must be a process".

One account with the username @filzahaja8 also said that he gained much religious knowledge when watching TikTok videos @hudzaa and applied it in everyday life. For example, in a @hudzaa post that discusses one of the TikTok posts about "Dih is jealous of Rafathar, because I met Jaehyun. Envy tuh hafiz Quran". In the video, hudzaa said that we can all like something, fans with someone, but keep it simple. Moreover, if we envy easy hafiz, we should learn to be had and make it a motivation instead of comparing it.

From interviews with Tik Tok followers, @hudzaa, many people know hudzaa through FYP (For Your Page) who follow her because they

see her posts that provide practical knowledge. This is included in one of the five basic insurance theories of uses and gratifications yes in the communication process where the mass initiative in linking the satisfaction of needs with the use of media that is in the audience (Kamilah et al., 2023) . This means that when the audience wants to meet, their information needs through the media, the audience itself will look for what kind of media they need. In using social media, Tik Tok hudzaa has implemented the 4Cs described by Chris Heuer, namely Context: how we see a story. Hudzaa's Tik Tok post has a drama story concept interspersed with da'wah, which makes the audience dissolve with the drama it presents. Then, Communication: a process of conveying information or stories that include how to respond and listen, then packaged as well as possible so that the message can be conveyed and understood. This relates to followers who listen carefully when watching Tik Tok hudzaa videos and then respond by giving likes, sharing them with friends, or commenting on the video. Then, Collaboration: carrying out Cooperation between the recipient of the message and the messenger so that Communication can be efficient, better, and effective. The messenger (hudzaa) and the recipient of the message (followers) work together with the messenger to post the video, then the recipient of the message gives a response in the form of comments, or vice versa, the recipient of the message gives comments in the form of questions which are then responded by the messenger by posting a video answer to the statement. Moreover, the last, Connections: maintaining or maintaining relationships established by running various sustainable things until users feel closer to an account or business field that uses social media. By posting Tik Tok videos regularly, the relationship between the message's recipient and the message's sender becomes closer.

CONCLUSION

By the results of studies and discussions that have been carried out about "the use of TikTok @hudzaa Accounts in the Fulfillment of Followers' Religious Knowledge," several conclusions were obtained as follows: Da'wah is the duty of all Muslims because if no one preaches, then his sins fall on everyone. Then, The use of TikTok as a da'wah medium is very appropriate; besides that, the choice of how to preach hudzaa that uses short dramas also positively impacts the audience. Where the audience applies it in everyday life. Moreover, Cooperation between the messenger and the recipient of the message is needed so that the relationship between the two will continue.

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