



Youth, Da'wah and Tik Tok: A Case Study of Husain Basyaiban

Budi Satria¹, Jumiwati², Pampir Romadi³, Riski Alwi⁴

^{1,4} Universitas Abdurrab Pekanbaru, ^{2,3} Universitas Islam Negeri Sultan Syarif Kasim Riau

Email : budi.satria@univrab.ac.id, jumi13597@gmail.com, pampir.romadi@uin-suska.ac.id, riski.alwi@univrab.ac.id

Abstract - This paper shows TikTok as a medium of da'wah among young people. The large number of social media users today is a solution and a way for preachers as targets for their da'wa. The author used interviews, observations, documentation, descriptive and ethnographic work through Husain Basyaiban TikTok account. The findings of this study demonstrate that the preachers use social media users as targets for their da'wah. One of the media that is widely used is TikTok application. The various videos on TikTok are from positive and negative things, everything returns to how we use the application. Therefore, there are also many young preachers who are actively preaching on TikTok, one of them is Husain Basyaiban. His appearance on TikTok has attracted a lot of attention in various circles, especially among young people. Husain's da'wah was effective because it was based on the Qur'an and Hadis, which has a beneficial effect. Additionally, the way he delivered his message was excellent, including the language he used, his ethics, his public speaking abilities, and his eye-catching fashion sense. This is also a motivation for other young people to participate in preaching to convey Islamic sharia and spread Islam in various countries simply by using social media, namely TikTok, rather than traveling there in person.

Key words – young people, da'wah, TikTok

I. INTRODUCTION

This paper discusses about da'wa among youth in Indonesia, especially by using social media as a means of da'wa. Previous studies that discuss da'wa among young people tend to focus on the community aspect, such as Jaga Sesama Solo community that conducted by Zulhazmi et al. 2020[1]. The results show that young people in Solo learn the basics of Islam through the Jaga Sesama Solo community that carries out da'wah management. The community designed an event, the Solo Hijrah Day, in collaboration with other hijra communities. Several ustadz were brought in, such as Hawariyun, Fuadh Naim, Ridawanullah, Husain Assadi, and others. Besides, there is also Sahabat Hijrah Pekanbaru community that preaching through fun activities, namely fun futsal[2]. Moreover, Irmansyah[3] studied the hijrah yuk ngaji community in Yogyakarta. However, the research conducted by madani has differences with the research of Abraham Meanwhile. Madani's research shows that the Yuk Ngaji Yogyakarta hijrah community conceptualizes its da'wah by giving direct enlightenment about life in the world of the community environment towards social attitudes and the Here After life.

The previous studies emphasized aspects of the da'wah community, while recently many young people have been actively involved in preaching through social media. For example, Husain Basyaiban, who utilizes technological advances through social media, namely TikTok. Husain Basyaiban is one of the young people who actively preaches using TikTok. A lot of da'wa content is posted through his TikTok account, besides that many netizens consume and follow his account. Most of his posts are watched by hundred thousand and even millions of times.

Based on the results of a survey from Kandell, internet dependence is more susceptible to be seen in groups of students or young people than other community groups (kandell, 1998: 5). Therefore, technological advances are utilized by a youth from Madura, Husain Basyaiban through his social media account. Husain creates religious content that discusses the young generation. He packs the da'wa in a millennial and contemporary way. As part of young people who actively preaching through social media, it

has an effect and gets a good response from a group of people, especially for young people who consume Husain Basyaiban's da'wah.

Based on the above phenomenon, this paper enriches previous studies, regarding da'wah among young people who utilize TikTok as a medium to convey da'wah facilities. TikTok is one of the media that is widely used this time, in various groups of society ranging from children, adolescents, adults, and parents, but it is more dominated by young people. The number of TikTok users is one of the great opportunities for preachers to convey their da'wah messages easily without having to go directly to the location. So that many young Islamic preachers chose and decided to preach through TikTok. With the existence of da'wah on TikTok, it can invite various groups of people who use TikTok to learn Islam.

There are various target groups of da'wah among the community, one of the targets that is very important in the purpose of da'wah is the youth group. In addition to the large number of social media users, young people also have a big influence on the nation and state. As an Indonesian nation whose people are predominantly Muslim, it is very important to explore and know everything about Islam. Therefore, young people become the target of da'wah, who will be the future leader of the nation.

II. RESEARCH METHODS

The way to get data for this research is by using interviews, observation, and documentation. The main research data comes from ethnography work through Husain Basyaiban's TikTok account. This method is an online research method that is interrelated with ethnography to understand digital communication in the context of social interaction (Nasrullah, 2018)[4]. The researcher started by browsing Husain Basyaiban's account on TikTok. Then the researcher saw some posts and netizen comments on the account. The supporting data for this research comes from online interviews, direct interviews with Husain Basyaiban's TikTok audience, and screen shots of Husain Basyaiban's posts. The research data used is an approach with one of the da'wah audiences to conduct interviews regarding the method, delivery, and da'wah messages from Husain Basyaiban. The data collection technique also uses a descriptive method, which is a method for solving problems by describing a state of the object or subject in the research being conducted.

III. RESULT AND DISCUSSION

Da'wah Among Young People

Da'wah is the process of transformation of the teachings of Islamic values from da'i (a person or group) to mad'u. Da'wah is carried out in various ways, the way of da'wah used is in accordance with the target of da'wah. There are various groups that are targeted for da'wah, one of which is groups among young people. Because the da'wah movement among young people can be an effort to help a social group among teenagers. Among young people is a circle that is very important for the nation and Islam. With the existence of da'wah among young people, young people are also equipped with deeper knowledge about Islam and the ability to avoid things or the negative impact of the influence of deviant information about Islam.

This is as stated in QS An-Nahl, verse 125:

أُدْعُ إِلَى سَبِيلِ رَبِّكَ بِالْحُكْمَةِ وَالْمَوْعِظَةِ الْحَسَنَةِ وَجَادِلْهُمْ بِالَّتِي هِيَ أَحْسَنُ إِنَّ رَبَّكَ هُوَ أَعْلَمُ بِمَنْ ضَلَّ عَنْ سَبِيلِهِ وَهُوَ أَعْلَمُ بِالْمُهْتَدِينَ

Meaning: "Call (people) to the way of your Lord by wisdom and goodly exhortation and reason with them in the best manner possible. Surely your Lord knows best who strayed away from His path, and He also knows well those who are guided to the Right Way". [5]

The number of social media users among young people today who utilize the sophistication of technology is one of the opportunities for preachers to convey their da'wah messages without going down directly and makes it easier for young people to get or find information about Islam. Based on a survey from Lestari, young people are known to be internet dependent, happy to spend their lives on social media and often follow the development of technology both information and communication utilizing the latest technology to facilitate daily activities.[6]

Because it is seen that many social media users are young people, the da'wah movement among young people can also be influenced by the preachers who play an important role in delivering their da'wa. Starting from the content of da'wah, how to deliver da'wah, attitudes in dealing with young people and so on. As said by Nisa Aulia as one of the young people who also preaches on social, "da'wah among young people for now is very necessary because the biggest problem today mostly comes from young people, a problem that is not small and crucial. Because many young people today have lost the direction of life. They do

not know what the purpose of their life is, what they are for, what they were created for, and where they will return. Da'wah among young people is very necessary to do because youth is the time when someone is looking for identity and not a few of them are wrong in finding their identity because they don't find the right environment to find who they are, we must know that the destruction or progress of a nation depends on the condition of its youth, if the youth are good then the nation will be good but if the youth are bad then the nation is bad. Because young people are the successors of the generation, the successors of civilization, the successors of glory, if they don't know what the purpose of their lives is then how will this nation progress." (Nisa Aulia 2022)

A preacher among young people greatly influences other young people because it is possible that other young people will be motivated to do the same thing. Preachers among young people also receive positive support from several community groups, especially among young people, so that the existence of preaching remains sustainable until the end.

Da'wah and Husain Basyaiban's Social Background

Da'wah is inviting or calling for goodness in the way of Allah SWT by using good language. Da'wah is carried out in various ways, to attract the attention of the target of da'wah or commonly called *mad'u*. It can be said that da'wah activities using the media also have an effect or influence, both affective, cognitive, and behavioral effects. The influence of this da'wah is certainly aligned or the same as the goals to be achieved from da'wah. Cognitively, activities in da'wah must be able to make *mad'u* understand more and increase their knowledge. Affective influence if da'wah can touch one's feelings, touch feelings and awareness in the conscience of *mad'u*. While the behavioral influence if da'wah can move *mad'u* to perform all actions or certain actions in accordance with the message of da'wah delivered.

Husain Basyaiban is a content creator on TikTok who has a face like an Arab who was born in Makkah on August 12, 2002. He is a son of a kyai. He lived in Makkah for only five and a half years because Husain's father finished his time to study there after that moved and settled to Indonesia, precisely in BilaPorah, Bangkalan Regency, Madura, East Java until now. Husain is currently pursuing an undergraduate education at Surabaya State Islamic University.

Husain's daily life is the same as the lives of other normal people but Husain struggles in the field of religious education with his father. He has never been a boarding school student. He conveyed the da'wa on social media from "the ngaji" he did every day with his father and studied with his teacher since childhood until now. The beginning of Husain creating content on Tik Tok was on May 18, 2020 because of this Husain began to be recognized by the wider community.

Da'wah and Tik Tok Husain Basyaiban

Da'wah through social media, one of which is the Tik Tok application for young people is now very difficult to escape, therefore if the application is used as a place to fill in da'wah content, the Tik Tok application is very useful rather than being filled with content or posts that damage the image of Islam. In the language of da'wah means inviting or calling out, it is stated in its understanding that da'wah is an activity to transform religious values has an important meaning and plays a direct role in shaping people's perceptions about various values of life[7].

With the existence of the tik tok application is an increasingly large opportunity to preach, Husain Basyaiban's da'wah began because of his hobby of public speaking or public speaking, there are some fears of Husain when creating da'wah content getting a bad response. As said by Nisa Aulia as one of the young people who preach on tik tok social media and also one of Husain Basyaiban's tik tok followers regarding Husain's da'wah and da'wah using the tik tok application "the da'wah conveyed by Husain ma syaa Allah is very good and right on target, where almost most of those who use the tik tok application are young people, his da'wah plays a big role there because usually tik tok content is mostly filled with content that is not useful and sometimes even causes mudharat. So that his da'wah can be a reminder for all tik tok users, especially young people who have lost the direction of life and people who want to learn more about Islam.

According to Nisa Aulia, da'wah in tik tok "for me da'wah anywhere and anytime if there is a container and the container is right for the target of da'wah why not try? Social media is likened to a knife, if we use the knife to cut food then the knife can be used but if the knife is used to stab people then the knife should not be used because now is the age of cyberspace. Where there are many people who spread disgrace and even ugliness without the slightest shame, then our job is to invite others to the truth and goodness so as not to fall into those who invite to ugliness. If they are not ashamed to show their ignorance, we should not be ashamed to spread the truth that has clearly come from Allah and His Messenger.

On May 18, 2020 Husain basyaiban began to create da'wah content on his tik tok account from which husain began to be recognized by the wider community, as one of the tik tok users husain did not make his account a place for expression of things that were not useful such as dancing other tik tok users.

Tik tok husain basyaiban is one of the tik tok accounts whose content is a video about Islamic studies, as a young person who is still young but husain can answer various questions from other tik tok users or questions from his followers regarding

religious issues with answers or discussions that can be understood, straightforward and also reinforced by the arguments and hadith he conveyed.

Various kinds of responses from the da'wah that Husain conveyed, the attractive style of da'wah conveyed by Husain through his tik tok account made many tik tok users follow his tik tok account and many of the users began to be addicted to seeing and even began to share or create da'wah content as well.

Tik Tok users are not only from Islam and even not only from Indonesia but various religions and countries, from this diversity Husain is also someone who highly values tolerance, even from the video of his da'wah content discussed about tolerance. This invites a positive response from the audience, especially for other religions and becomes a way to introduce that Islam is a religion that loves peace.

Husain Basyaiban feels that he has a responsibility to take an active role in the world of worship, especially in social media, because the current generations of the genzi generation on average spend almost 24 hours on social media. So if social media like tik tok is not used for things of goodness and piety who else will use it for that.

The strengthening of the phenomenon of da'wah or hijrah at this time is a form of shift caused by new media towards religious authority[6]. From this, many new ustad and young preachers have emerged who are known through social media, one of which is tik tok. The emergence of young preacher Husain Basyaiban, a preacher who is going viral through his preaching content on tik tok. Starting many who watch or consume the da'wah video as knowledge about Islam, self-introspection, views on the current state of the world, life problems and various other da'wah content as conveyed by Muhammad luthfi as a friend of Husain that a lot of goodness is taken from Husain's da'wah, one of which is as a Muslim to never leave prayer. (Muhammad luthfi 2020).

Its da'wah content is also supported by many parties, because the da'wah it conveys is strengthened or based on the Qur'an and hadith. as said by one of the followrs and also Husain's fans, namely "in my opinion, from the content of the content of tik tok, Husain Basyaiban's da'wah is very good and interesting, especially among young people, because the dominant da'wah conveyed by Husain offends all the problems of today's youth and the explanation is strengthened by the arguments of the Qur'an and Hadith, the way Husain's da'wah is very much to my liking, starting from the way he speaks, the language he uses, the fashion he wears, and also the face he has makes me not bored to see every content he shares on tik tok. (Nikmatun Nabila 2022)

From the large number of people who support husain basyaiban's da'wah content to date, it is evident from the number of followers or followers of husain basyaiban's tik tok account which has reached.

As for some of the themes of da'wah video content on Husain Basyaiban's tik tok which went viral and many viewers are as follows:

TABLE 1
VIDEO THEME OF DA'WAH CONTENT ON TIKTOK HUSAIN BASYAIBAN

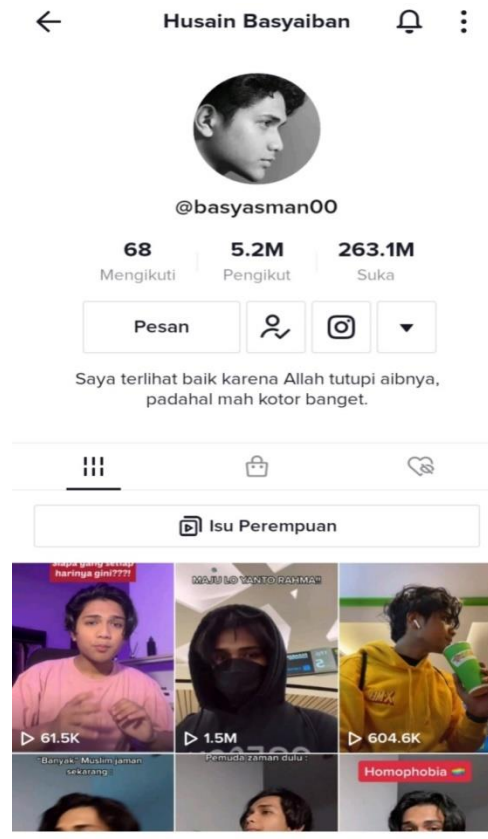
The Theme	Da'wah Message
The ruling on cutting one's hand while fasting	Husain Basyaiban said "cutting the hand until it bleeds does not invalidate the fast but a Muslim is forbidden to harm himself in any way".
Difference between maniy and madhiy	Husayn Basyaiban said: "Maniy is a thicker liquid and is pure, while madhiy is not as thick as maniy and is unclean."
Ruling on ablution with more than 3 washes	Husayn Basyaiban said: washing once is obligatory and is valid, washing twice is better and washing three times is even better, but if you intentionally wash more than three times it is a sin that is categorized as bid'ah and comes under the heading of israf (exaggeration), if it is not intentional it does not invalidate wudoo'.
Ruling on marrying a cousin	Husain Basyaiban said "legally it is valid or invalid, it is valid but it is not recommended and if you look at it from a medical point of view it is likely that children born from too close a relationship are likely to be deformed but we leave everything to allah".
Discussion about not wanting to pray	Husain Basyaiban said "in prayer we only spend 5 to 10 minutes, more than that allah gives us 1,390 minutes that can be used for anything but why do some people complain. People who don't pray are unrighteous and make other good deeds

	useless."
Hijrah Tips	Husain Basyaiban said "don't be a rigid person, don't be too hasty, but it must be gradual, one by one (step by step)"
How to wear hijab	Husain Basyaiban said "no one in this world has the right to judge anyone, make someone confident to wear hijab, don't even be judged."
Husnuzon to Allah	Husain Basyaiban said "on the last day there will be a servant who remembers Allah swt put into hell because of the sins he committed but when he arrived at the door of hell, a person said O Allah not like this what I thought of you when I was in the world. I thought that I would enter heaven, then Allah ordered the person to enter heaven because indeed Allah never disappoints his servants who are prejudiced against Him. this is the key that we as a servant must always be prejudiced against Allah both in joy and sorrow.
Women in Islam	Husain Basyaiban said "a woman is the determinant of paradise for a child, for a father and for a brother. The Prophet once explained that a man who marries a woman has completed half of his religion, perfecting a man's faith. Mothers, daughters, sisters, wives, can be a determinant for a man to enter heaven and as well as a determinant of entering hell.
The law of skincare	Husain Basyaiban said "distinguish between caring and changing, caring is even recommended as long as it is not excessive while changing the law is haram"
Looking for friends and neighborhoods	Husain Basyaiban said "look for friends and look for an environment that can really bring you to a better change.
Three types of people you should never forget	Husain Basyaiban said "the people you should never forget are first the people who help you when you are down in a disaster, second the people who suddenly disappear from you when you fall in a disaster and third the people who plunge you blame you in a problem.
Self-esteem	Husain Basyaiban said "some things about self-respect that we really have to hold on to are first it is better to live alone than to be a backup for others, second leaning on a stick that is almost fragile is better than leaning on a shoulder that doesn't want you, third you can't force others for you and you shouldn't force yourself for others and the fourth don't be too concerned about people who don't care about your loss".
Sleep after morning prayer	Husain Basyaiban said "sleeping after the morning prayer is something that is really hated and disliked by the previous scholars because between the morning prayer and sunrise is where Allah SWT massively decreases His mercy to us, so there is a term running away from the sustenance of people who sleep after the morning prayer".
6 conditions in which gossip becomes halal	Husain Basyaiban said "ghibah is mentioning something that is disliked by your brother so as long as what is talked about is not a bad idea then it is not considered as ghibah, most of the people misunderstand because they think that if they talk about people it must be ghibah, not necessarily remember as long as it does not defame then it cannot be called ghibah. There are several conditions in which you can tell something that your brother doesn't like and you don't get a sin, Imam An Nawawi

	mentioned there are 6 conditions, namely the first to speak up in the person who wronged you, the second to ask for help so that the perpetrator of the evil changes, The third is to ask for a fatwa from a scholar, but it is advisable not to mention names, the fourth is to rawdzir or warn people who are likely to have a bad impact on Muslims, the fifth is to ghibahin people who openly commit immorality (does not apply to those who are secretive), the sixth is to introduce with a note that it is not for".
Fasting but not praying	Husain Basyaiban said "many people who fast in the month of Ramadan but forget that there is something more obligatory than fasting, namely prayer, the prophet Muhammad Sawab said that the first thing to be judged in the hereafter on the Day of Judgment is prayer. So don't forget to fast while praying, even many do not realize that people who leave the prayer are greater sins than the sin of killing, the sin of adultery, the sin of drinking alcohol and even these scholars are debating whether people who leave this prayer are still said to be Muslims or not".
Stop recording when catching people committing adultery	Husain Basyaiban said, "In Islam, we are guided by Allah to cover the disgrace of our brothers. There is even a popular hadith that whoever covers the disgrace of his brother, Allah will cover his disgrace in this world and in the hereafter. So when we find people who commit adultery, we do not spread the story of adultery but we advise them in the best way, because we know that Allah really dislikes when his servants spread disgrace to each other.
worried	Husain Basyaiban said "people who are affected by worried whether it worried in prayer, ablution, creed, and so on they really love Allah but saying once their love is moved by the devil is deceived by the devil feeling that the deeds of worship that we do are not accepted. But in fact Allah understands more about you than yourself, Allah understands that you are in a state of distress, Allah understands that you have tried your best when ablution, praying. So you have to believe in Allah Swt, the point is that you practice what you know and live everything, don't listen to the words of the devil, don't think like that because it is controlled by the devil."
Tolerance	Husain Basyaiban said "We as Muslims believe that Islam is the only true religion and other religions are wrong, but don't forget that they also have such beliefs, so it is enough for us to respect what they believe so that they eventually respect what we believe. Hasn't Allah Swt forbidden in the Qur'an to revile, criticize the worship and teachings of other religions so that they can revile Allah Swt. So we just have to be tolerant."

From some of Husain Basyaiban's da'wah content on tik tok, it shows that there are various responses from netizens in the comments column, some agree with what he says, some also ask back about it, some also give opinions about what he says, and moreover there are also those who disagree and comment that should not be but this does not make Husain stop preaching but with a lot of support from the people Husain continues his da'wah on tik tok. The large number of viewers in each Husain content post is evidenced by the many who like or like his preaching videos which always reach hundreds of thousands and even millions of viewers and likes, from the large number of people who support Husain Basyaiban's content on tik tok seen from his many followers or followers of his tik tok account which reaches 5.2M.

Picture 1. Husain Basyaiban's Tik Tok account



IV. CONCLUSION

That social media users among young people do not need to be limited because based on the results of my research, it shows that young people creatively use social media to preach as shown by Husain Basyaiban and from the emergence of Husain Basyaiban in Tik Tok, many young people are motivated to use Tik Tok as one of the media for preaching until now.

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