

# *The Use of Social Media and Urgency for Islamic Education*

Drs. Bono Setyo, M.Si  
*UIN Sunan Kalijaga  
 Yogyakarta, Indonesia  
 bonosetyo17@gmail.com*

Dr. M. Iqbal Sultan, M.Si  
*Hasanuddin University  
 Makassar, Indonesia  
 miqsul1012@gmail.com*

**Abstract** - At present communication and information technology is experiencing very rapid development. Especially with the discovery of internet technology, a communication network that connects one media (electronic) to another without knowing distance or boundary. According to the research report, We Are Social 2017, Indonesia is the country with the most significant number of internet users in the world. The increase in the name of internet users has also helped increase the number of social media users. At present, Indonesia ranks 4th regarding the number of social media users defeating Brazil and the United States. The existence and development of social media in these communities brings a myriad of new impacts and problems. Therefore, there needs to be an academic and comprehensive review of the use and abuse of social media in the community. This article will explain how to use and abuse social media in the digital era. Besides that, it will also be taught how the urgency for Islamic Education. The study was conducted by presenting primary and secondary data obtained through virtual observation, which then carried out qualitative analysis. To avoid bias and lack of data, triangulation of the theory will be carried out so that a valid conclusion is made.

**Keyword:** Social media, usage, Islamic Education

## I. INTRODUCTION

Along with the times, currently, communication and information technology are experiencing very rapid development. Especially with the discovery of internet technology, a communication network that connects one media (electronic) to another without knowing distance or boundary.

Based on the research report on We Are Social, which was released on January 26, 2017, said that Indonesia is a

country with the most significant growth in the number of internet users in the world. With only 88.1 million internet users in early 2016, the number of internet users in Indonesia has increased by 51 percent to 132.7 million users in January 2017. The increase in the name of internet users has contributed to the rise in the number of social media users in Indonesia. At present, Indonesia ranks 4th regarding the number of social media users defeating Brazil and the United States (Tech in Asia, 2017).

One of the media that is overgrowing and popular in society in this digital era is social media. Social media has become a phenomenon that has a considerable influence in all areas of people's lives. In Indonesia, currently social media has a vast number of users, the spread of its users also spread from the eastern end to the western tip of Indonesia, from a young age even children to old age. Based on data from the results of the "Indonesian Digital Report 2019" released from Hootsuite<sup>1</sup> (*We are Social*) It can be seen that of the total population (population in Indonesia) is 268.2 million, of the total population, the number of active social media users is 150 million (56%). The number of users of social media is spread in various ways *platform* [survey based as follows: Youtube: 88%, Whatsapp: 83%, Facebook: 81%, Instagram: 80%.<sup>2</sup>

The existence and development of social media in the community will undoubtedly bring a myriad of new impacts and problems in the community. Therefore, it is necessary to have a thorough and comprehensive study of the use of social media and its effect on the community so that the community will be able to optimize the use of social media for positive things, and can eliminate negative impacts and avoid misuse of the existence of social media this time. Besides that, why abuse this social media.

<sup>1</sup> HootSuite (*WeAre Social*) is a service website content management (content management), which provides online media linked to various social networking sites such as Facebook, Youtube, Whatsapp, Fb Messenger, Weixin / WeChat, Instagram, Qq, Qzone,

*Douyin / Tiktok, Sina Weibo, Twitter, Reddit, Douban, LinkedIn, Baidu Tieba, Skype, Snapchat, Viber, Pinterest, and Line.*

<sup>2</sup> <https://andi.link/hootsuite-we-are-social-indonesian-digital-report-2019/>

## II. RESULT

### A. Use of Social Media

Andreas Kaplan and Michael Haenlein (2010: 58-68) define social media as "a group of Internet-based applications that build based on ideology and Web 2.0 technology, and which enable the creation and exchange of *user-generated content*".

The rapid development of social media is now because everyone is like being able to have their media. If you have traditional media such as television, radio, or newspapers, you need a lot of capital and a lot of labor, so the media is different. A social media user can access using social media with an internet network even if the access is slow, without significant costs, without expensive tools and done alone without employees. We, as users of social media, can freely edit, add, modify both writing, images, videos, graphics, and various other content models.

The use of social media at this time is increasingly varied, social media is no longer only used as a means to communicate or socialize, but social media is often also used as a means of promoting both promotion of selling goods, food promotion, promotion of tourist attractions and others (Tech in Asia, 2015). Besides, social media is often used as a medium for educational facilities, as a means of building the image of an institution or organization and the last and including the most frequently used is as a means of delivering information.

Apart from the actual uses mentioned above, social media is often misused by certain people or parties who are not responsible for their personal or group interests and benefits, which can cause harm or damage to other parties even to the community and nation.

Social media is often also misused for inappropriate or even criminal purposes. Misuse of social media includes pornography, information about gambling, solicitation of violence, and other criminal acts. Besides, the most frequent abuse now is the use of social media for the delivery of news or hoax information<sup>3</sup> and hate speech, known as *hate speech*<sup>4</sup>. The spread of *hoaxes* and *hate speeches* in Indonesia today from day to day is growing.

According to the Press Council's records, in Indonesia, around **43,000 sites** are claiming to be news portals. Of this amount, which has been verified as an official news site there are not up to **300 sites**. That is, there are at least tens of thousands of websites that have the potential to spread

false news on the internet that must be watched out for. Meanwhile, the data from the Ministry of Communication and Information (Kemenkominfo) states that there are around 800,000 sites in Indonesia that have been indicated as hoax spreaders. (Source: <https://kominform.go.id>)

Speaking of *hoaxes* usually cannot be separated from the phenomenon of both of them like two sides of a currency. The existence of social media today seems to be a medium for the growth of hoaxes and hate speeches. Furthermore, what issues are often raised as themes of hoaxes and hate speeches?

There are several issues/themes of hoax and hate speech, among others: SARA, politics, celebrities, science, health, and religion. Among these issues which have recently been neutralized into hoax news/information are political and racial themes. These two hoax themes are very dangerous for the unity and unity of the Republic of Indonesia. Why? Politics as it is known is always related to power and power for humans is always a struggle. Not infrequently power struggles end in conflict and even *chaos*. Examples of conflicts due to political conflict in Indonesia are the existence of G30S / PKI. Whereas SARA (ethnicity, religion, race, between groups) is something sensitive when disputed. Many examples of cases in the world, including in Indonesia, conflict (conflict) originating from SARA. Examples of conflicts due to SARA are Dayak conflicts with Madura (2004) and Conflicts in Ambon between Muslims and Christians (1999).

In its development the phenomenon of *hoax* and *hate speech* became a culture that developed in Indonesian society. Why is that? At least there are three things that influence the flourishing of hoax culture and hate speech, namely: 1) Community culture, 2) The existence of digital technology development, 3) Low media literacy.

First, community culture. It cannot be denied that the development of the phenomenon of hoaxes and hate speeches became a culture, one of which was a contribution from the community itself. Our society is so easy to believe in word of mouth without checking its source directly, the gossip culture seems to be the most obvious justification in every conversation. The tradition of our society tends to like to talk about things that are not necessary, bad things from other people or even things that are personal in nature. Habits of repulsion<sup>5</sup>, slander<sup>6</sup> and <sup>7</sup> seemed to have become a culture for the community.

<sup>3</sup> The term *hoax* comes from the word *hocus* which means deceptive. John M. Echols called *hoax* a *hoax*. The term *hoax* has been around and used for a long time, but it is only popularly used among US netizens after a horrendous film called "The Hoax."

<sup>4</sup> *Hate speech*, is an act of communication carried out by an individual or group in the form of hate speech or hate speech.

<sup>5</sup> Said an interpreter cleric, Masruq, "Breaking is if you talk about something bad to someone. It is called *mengghibah* or *gossiping*. If what is spoken of is something that is not true in it, then it means *slander* (accusing without proof)

<sup>6</sup> According to KBBI, *Defamation* is a false word or without being based on truths that are disseminated with the intention of vilifying people (such as *tarnishing good names*, *harming people's honor*)

<sup>7</sup> *Namimah* is translated as "fighting sheep" in Indonesian, but its meaning is broader than just *sheepfighting*

Second, the development of digital technology. The definition of digital technology is online<sup>8</sup> media and social media<sup>9</sup>. Both of these media seemed to be a fertile field for seedlings of hoaxes and hate speeches in the community. In fact, the media has now become the First God for people of various ages. The spreading of information becomes increasingly difficult unstoppable. Data from the Ministry of Communication and Information states, at least 170 million Indonesians have at least one cellphone or at least one SIM card. Thus, they can share information quickly. Social media and fast sender applications (chat apps) are favorite media.

Third, the low level of media literacy for the community. The World's Most Literate Nations survey, compiled by Central Connecticut State University in 2016, Indonesia's literacy **ranks second** in 61 countries. This shows how low the level of media literacy in our society, so that this condition will further facilitate the spread of culture *hoax* and *hate speech*. DailySocial.id's research shows that 44% of Indonesians cannot detect hoaxes. As a result, the community simply believes in the news / information it receives.

These three things make the phenomenon of hoaxes and hate speeches so quickly become a culture of Indonesian society. This condition is further aggravated because currently the Indonesian nation is in a political year where this year's Democratic party will be held which is actually a routine annual agenda of the Indonesian nation.

#### B. The urgency for Islamic Education

The phenomenon of *hoaxes* and *hate speech* has now become a global issue that requires resolution not only from the government, but also through cooperation and awareness from various parties. In this case the role of Islamic Education has a strategic role in dealing with the culture of hoaxes and hate speech so that it does not develop further in the community.

The magnitude of the impact caused by *hoaxes* in history needs to be a valuable lesson for the Indonesian people. Moreover, hoax news has torn the young generation of the country. Given, the majority of social media users are those who are still teenagers. Not a few of them are still students; many elementary and middle school children are now active on social media. They have accounts on Facebook, BBM, Instagram and others. Especially those who are in high school or college students. They have been surfing a lot in cyberspace.

Preventing them from using social media is certainly hard work, especially now that it has become a trend among millennials. What can be done is by carrying out awareness activities on them. And the most effective vehicle for

awareness activities for them is through Islamic Education. So, the world of Islamic Education is very vital and becomes a leading sector to be able to counteract the phenomenon of hoaxes which are now endemic to become a culture. Educators are required to be careful in reading the situation. Their presence is very much needed. Therefore, the world of Education needs to take concrete steps.

Among the steps that can be taken by the world of Islamic Education is to instill honesty with students. The slogan *character building* which was once heralded in the world of Education needs to be raised and strengthened again. And instead of actually messing it up like the case of leaking the Computer Based State Examination (UNBK) question to students which are still happening lately. Practices in the short term will indeed be able to help lift the value of students, but the long term will actually damage the character of students.

Damage to the character of students, which incidentally is the next generation of the nation will certainly be very dangerous for the survival of the nation's future. Bearing in mind, they are the ones who will become the foundation of the nation's future. The good and bad of the nation's future will be determined by their quality. For this reason, all stakeholders need to be aware and direct and strengthen the achievement of the noble goals of the world of Education. With honest character, students will get used to being honest including not making and trusting hoax news on social media.

Another step that can be taken is to cultivate the attitude of **tabayun** (clarification), as taught by religion. Tabayun in the sense of looking for clarity about something until the situation is clear researching and selecting news, not hastily deciding problems, both in terms of the law, religion, public policy, socio-politics and others so that the problem becomes clear.

Allah says:

يا أيها الذين آمنوا إن جاءكم فاسق بنبأ

"Oye who believe, when it comes unto the wicked brings a message, then check carefully so that you do not inflict a disaster to a people without knowing the circumstances that cause you to regret your actions."(QS. Al Hujurat: 6).

The process of forming these characters is very effective in educational institutions. And this as well as learning for educational institutions that exist because to shape the character of students like that, it is not enough just to prioritize aspects of knowledge (*knowledge*) as long as what happens in some schools, but also aspects of faith and

<sup>8</sup> Is a general designation for a form of media based on telecommunication and multimedia (read-computer and internet). Inside there are portals, websites (websites), radio-online, TV-online, online press, mail-online, etc., with each character in accordance with facilities that allow users to use it.

<sup>9</sup> Social media uses website-based technology or applications that can transform communication into an interactive dialogue. Some examples of social media that are widely used are YouTube, Facebook, Blog, Twitter, and others.

piety. Or borrow the term Ki Hajar Dewantoro with: taste and intention. The mission is in line with the mandate of national Education which directs students to be proficient in affective, cognitive, and psychomotor aspects in an integrative, not partial manner.

The mandate of Education has been contained in Law Number 20 of 2013, which is a reference for the 2013 Curriculum. In the Act it is mandated that the teaching process is carried out by developing aspects of attitude, knowledge, and aspects of skills. The concept used is a balance between *hard skills and soft skills*. It is balancing between spiritual, social, knowledge, and skill aspects. So that the education process cannot only *transfer knowledge*, but also *the transfer of value*, teachers not only deliver material, but also provide guidance and example.

Thus, educational institutions are not only institutions that educate students to be smart and intelligent, but also have character and personality. The two sides were developed simultaneously. Thus, educational institutions will become the leading sector or the frontline to build a generation of anti-hoax and anti-hate speech.

### III. CONCLUSION

The development of communication and information technology today is a necessity. One of the media that is popular and loved by the public today is social media. The existence of this social media has a myriad of positive and negative impacts on people's lives. Therefore, it is necessary to anticipate the positive and negative impacts, so that the community can intelligently and wisely use the media by optimizing its positive impact and eliminating its negative impacts.

The misuse of social media that is often done now is about spreading *hoaxes* and the use of *hate speech* through social media. Phenomenon *Hoax* and *hate speech* Today's has become a global issue that requires resolution not only from the government, but also through cooperation and awareness from various parties.

One solution is to provide media awareness (*media literacy*) to the community, especially the younger generation (students and students) through the world of Education. *Hoax* news and *hate speech* will be empty and not meaningful if the generation born is an intelligent generation in reacting. *Hoaxes* and *hate speeches* will have no effect if we can distinguish them from the right news. And of course, the spreaders of *hoaxes* and *hate speeches* will regret not getting the response as desired.

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