

## INSTAGRAMMABLE SUNNAH: ANALYSIS OF TRENDS OF USING SUNNAH-HASHTAGS

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### Abstract

This paper endeavors to analyze moslem trends of using sunnah-hastags in Instagram, and uses objective on four chosen hashtags (sunnah, sunna, hadith, and hadis). The paper describes and analyzes content of posts which use those hashtags. This paper concludes that sunnah is the most used hashtag to show their religiosity, and it is followed by hadith, hadis, and sunna. Hadith is the most spesific hashtag, for posting prophetic tradition posts.

**Keywords:** Sunna; Sunnah; Hadith; Hashtag; Instagram

### Introduction

Nowadays, people have many accesses to find everything through internet, the global network which has revolutioned whole parts of the world. One think which has been revolutioned is the way of finding the understandings of religion, including Islam. Within multiple provided platforms in internet, namely social media, all of those have impact to moslems ways also for finding or expressing answers, understandings, or ideas toward their religion.

On the other hand, more moslems today believe that the best way for establishing their islamic pieties, obeyness, or identities is return to what Quran and Sunna said, as two both important sources. It does not means that moslem generations in the past not refer to both of them. But, returning to Quran and Sunna in nowadays become “campaign”, and is believed has most truthfulness. Despite the religion condition is as be seen, it can be separated from indespandable position of Muhammad *PBUH* who has privilege position in moslem’s heart, whichever – like Omid Safi said - their background, Salafis, Sufis, Modernists, Reformists, or Wahhabis (Brown, 2014: xiv).

This paper try to describe chosen posts about “sunnah” (traditions of prophet Muhammad *PBUH*) in one of popular platform in the popular social media platform, namely Instagram. Established in 2012, this platform just focuses on posting photos or verily short videos. Both of those posts can be increased their popularities by increasing likers (symbolized by heart symbol) or number of viewers by for short-videos (Kurniawan, 2013: 17). Currently, length of videos is developed into one minute length.

Popularity of posting can increase when the post receives more likes. Then, Instagram is also supported by hashtag (using # before unspace words or abbreviations). Hashtag is functioned as the bound for linking other posts and the way to know popular trend or elevating such branding. Instagram provide searching platform, to find new friends, popular or new posts which is liked by user’s friends, or hashtags and its popularity. Focusing on the last, when user type such hashtag, it will be seen, how many public posts. Then, the user will know some hashtags what on trending topic (Kurniawan, 2013: 17).

Some people encourage to post in this platform that showing their positions or views of such topic or issue in religion, including about tradition. They argued that posting religion

understandings in Instagram is effective way to make their positions appears, particularly through photos and one- minute videos.

Those backgrounds has made me interesting to establish simple research about hashtag using on religion topics, specifically hashtags which relate Sunnah. To make this explanation focus, this paper will count how many public posts, and what leadest posts and newest posts will appear when one user type sunnah terms. Then I will also operate content analysis toward posts using sunnah terms hashtags. My hope for this paper is to conclude what post labelled by sunnah hashtag and why user labelled that with it ? Other think what hopefully be answered there – even that is not obligated - is interpreting moslem's trend in using sunnah hashtags.

There are previously several researches which talk about such hashtag and its trend in social media platform. My best understanding over hashtag was referred to published paper “how to promote and measure hashtag campaigns” by [www.simplymeasured.com](http://www.simplymeasured.com). Encouragely this paper explain several tricks for making the hashtag more popular and has measureable necessity. Next research is conducted by Ye Zhang and others (2016). They researched clearly on used hashtag in Instagram, practically analyzed using #malaysianfood and describing disparity of gender when they were using it. They concluded and positively proved their hypotheses that female used more emotional hashtag than male who chose informative hashtags. Females also used more positive hashtags for #malaysianfood than males. Other important research is held by Nixon, Popova, and Onder (2017) which has analyzed impact of posting unpopular destination images – applying on Jordan and Costa Rica which are unpopular destinations - among tourist - on Instagram platform then modifying for increasing interest among tourists.

## Methods

Since hashtag has been applied in Twitter firstly in 2007 then followed by Facebook and Instagram, it has become searchable, clickable, and measurable. Character of “measurable” make us choose it for measuring trend of using #hadith and #Sunna. The used method is field and content- analysis researches. The field research will be applied by notion of results from using #sunnah, #sunna, #hadith, #hadis in Instagram. Using different phonetics is one of our strategies for mapping people interest using sunnah terms. In English, used words are #hadith and #sunna, while #hadis and #sunnah are Indonesian words. I will scheme collecting data in certain length of some hours, and register how many public posts use each of those hashtags. Next step is starting to analyze content of posts which used those hashtags. Clearly, that step will be the most important because that part can answer questions of this research.

Before continue to next part, I believe importantly to explain some terms which will be used in the result part, specifically terms of sunna which were entailed by hashtags. Sunna or Sunnah (arabic: سنة) definitely means whatever relied to prophet Muhammad Saw. Specifically relates to law. That is chosen definition by scholars on *Ushul al-Fiqh* (philosophy of Islamic law), for their important to deduct practical laws (*fiqh*) from *Sunnah* as – adopting al-Ghazali term - one of law producer (*al-mutsmir*) in Islam (al-Ghazali, 1992). Yet, that definition ended from long debates between them and will be not extended here. The most important result from those debates is *sunnah* firstly means “walked path” (*al-thariqah al-maslukah*). Then, *sunnatu Rasulillah* means walked path of Muhammad Saw. It has implicated in defining *Sunnah* by hadith's scholars, who concluded it as anything what is relied to Prophet, extended from word, deed, decision, character, instead physical condition (al-Malibari, n.y). This definition is applied also on hadith within releasing the physical condition past or the character (*shifah al-khalqiyyah wa al-khuluqiyyah*). Instead, al-Dahlawi proclaimed that *Quran* is part

of Sunnah. He has viewed that overall relied to prophet Muhammad Saw., and transformed by many people (*al-mutawatir*) to applicate Quran (al-Dahlawi, n.y: 11). Then, we have concluded that *sunna* is more general than hadith.

## **Result and Discussion**

Table 1  
 Sunna-Hashtags Monitoring Report at Thursday, August 10th 2017 from 3.25 pm – 4.55 pm  
 (checking at every 30 minutes)

Time	Number of Public Posts			
	#sunnah	#sunna	#hadith	#hadis
15.25	1.524.782 public Posts	783.365 public Posts	490.483 public posts	63.543 public Posts
15.55	1.524.899 public Posts	783.375 public Posts	490.495 public posts	63.544 public Posts
16.25	1.524.987 public Posts	783.387 public Posts	490.515 public	63.545 public Posts
16.55	1.525.136 public Posts	783.409 public Posts	490.542 public posts	63.545 public Posts

Based on the used method, I concluded that every thirty minutes, #sunnah is the most increasing used hashtag for religion posts. In fact, the data is so dynamic and #sunnah is the most increasing hashtag. Then, its position is followed by #sunna, #hadith, and #hadis. The most popular posts which used #Sunnah contain four videos and two videos contain same material, child who cry and say “o God, forgive me o God” (Ya Allah, Ampuni Aku Ya Allah) and are framed with admonition for parents to give more moral education to their children, hopefully they will get happiness in the world and the hereafter. Other posts are pictures, two of them are related to Kabah within people circum around it (*thawaf*) and computer-edited picture on note what contains *Subhanallah Rabb al-'Aalamin*. The rest posts contain father brushes his daughter while she is flipping pages of Quran; pray for one “salafi preacher and suspected on chase of Bali’s bombing”, Abu Bakar Baasyir; and multiple pictures of moslem scholars and encourages moslems to follow its account.

I have seen difference result on #hadith and #hadis. Generally, posts used #hadith clearly include prophetic hadith on its caption, indeed on picture itself. The used languages clearly difference between each others, such as turkish, urdu, or english. Even this hashtag is also used in video (I resulted two videos, and one of them is same video with #sunnah). Unfortunately, posts used #hadis can clearly be concluded because mostly use unknown language by me – even I assumed it is turkish language. Particularly, one of most popular posts used translation of hadith in indonesian language.

On popular posts used #sunnah, the problem is same while used language is unknown language by researcher. However, most of posts clearly relate to Islamic contain, and only one picture which has no relation with mean of #sunna. I can conclude that those posts is islamic based

on other hashtags which entailed #sunna, such as #islam, #quran, or #coran. There are also one arab language video used russian words and caption – even it just my assumption – what has given message of sincere of heart, illustrated by child and emotional man who driving a car. The other post with can be noted is pictures of bleeding (*hijamah*), but the used language is unknown by researcher.

### Conclusions

From whole results which i mentioned before, #hadith is used as spesific hashtag for finding such hadith that people to find out. #sunnah is more general in taging islamic posts. Then, #hadis can clearly be concluded, because of obstacle of language by researcher even it can be concluded that it still contain islamic posts. The same result happened on #sunna. Even #hadis is formal spelling in bahasa Indonesia to mean prophet Muhammad sayings, deeds, and so on, is not optimally used by Indonesian moslem. Finally, #Sunnah is most used hashtag among moslem, in order to show religiosity and what I used on title, “Instagrammable Sunnah”, means posts in instagram which have positive relation to sunnah meaning. Maybe, it can be related that moslem’s framing toward sunnah is more practical than hadith. It also confirmed definition of Sunna which mean walked path of prophet Muhammad PBUH.

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