



DA'WAH ECOLOGY IN DIGITAL SPACE: A STUDY OF TIKTOK CONTENT PANDAWARA GROUP ACCOUNT

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ABSTRACT

Ecological problems are an important concern for all religious communities. For Muslims, to overcome this problem can be through the dissemination of Islamic da'wah values in the community. This qualitative study with content analysis aims to analyze the message of da'wah in the Tiktok content of Pandawara Group's actions and what impact it has on society. The results of the study found that there are dimensions of theological and ecological orientation in da'wah messages from the content of the Pandawaragroup tiktok account. Meanwhile, the social implications of the content can strengthen public concern for the conservation of the natural environment. This study confirms that the TikTok application can be an effective medium in disseminating Islamic da'wah values that are related to strengthening theological and ecological aspects to the community.

Keyword: Da'wah Ecology, Tiktok, Pandawara Group

A. Introduction

The problem of environmental degradation has triggered an increase in the number of natural disasters in Indonesia over the last three years from 2017 to 2019 (Butarbutar et al., 2023). This problem requires the importance of disseminating the value of caring for the natural environment, especially from the dissemination of the value of religious teachings, as well as Islamic teachings in protecting the environment. Islam contains a set of normative teachings related to the importance of building harmonious relations between humans and the natural environment (Wahyudi, 2012). In this context, the role of Islamic da'wah is also important not only to be interpreted as an activity to convey the normative teachings of Islam (Rismanto, 2021).

Relating to the dissemination of the value of environmentally friendly Islamic teachings through the role of da'wah, the existence of digital da'wah through social media has become a strategic, persuasive media of choice and has also become a new da'wah media that is in great demand by Muslims in all circles (Rohmatulloh et al., 2022). Not only that, social media is now also a medium for various interpretations of Islamic teachings, as well as interpretations of teachings from the Qur'an (Lukman, 2018). Even the trend of da'wah through social media has also given rise to the role of many female preachers in the digital space (Subchi et al., 2022). This phenomenon can neutralize and even counter da'wah content on social media that is seen as discriminating against women's roles (Muttaqin, 2020). This is like da'wah content on social media in the form of the Tiktok platform. As a trending and popular application because it has features that are much liked by many people, both from young people and adults (Sutin & Rizky, 2023).

As for one of the tiktok accounts that is the object of this study and is quite well known by many people under the name Pandawaragroup. They were five young men who joined because they had the same goal. Uniquely, the Pandawaragroup tiktok account is not only limited to videos inviting kindness with words like many people in general. They do different invitations of kindness (da'wah), namely with good actions and examples and invite. These five young men initially started this action because it started from unrest in their homes which were always flooded because the sewers around the settlement were full of garbage, causing flooding. Starting from this unrest, finally many of their content videos on the TikTok account @pandawaragroup. Therefore, the initial argument of this study states that in the da'wah message conveyed by the tiktok account, Pandawagroup has a theological and ecological da'wah mission. This is based on temporary observations of various content submitted from the tiktok account.

This study aims to identify the implied da'wah message contained in Pandawara Group's action Tiktok content and how the impact of the action on their content on society. This qualitative study uses a content analysis approach that focuses research on the content of express and implied video content. By using

a content analysis approach, you can describe the object under study in detail, namely the da'wah message contained in @pandawaragrouptiktok video. The study was located at Kos An-Nadhif Jalan H.S. Maschuri for 7 days from November 22-28, 2023. Primary data consists of messages in the Tiktok account @pandawaragroup which may contain three main da'wah messages, namely aqidah, sharia and morals that have been posted. Data collection techniques carried out are by observation and documentation. In this study, observations were made by researchers by observing various information about @pandawaragroup content. Data collection with documentation techniques is a record of events that have been in effect which are in the form of figures, writings or monumental works of a person (Salam et al., 2020). Data analysis uses the Miles and Huberman model where analysis is carried out to find and systematically compile data obtained from observations and documentation. Furthermore, data analysis includes presentation, reduction, and verification.

There are various previous studies, including Triyono's study which shows that da'wah messages contained on Instagram accounts @dakwah_tauhid the most messages in the sharia category where there are 140 posts. There are 34 posts of da'wah messages with the aqidah category and the least is da'wah messages with the moral category of which there are only 4 posts (Triyono & Marhuda, 2020). Tajudin & Kurniati showed Ustad Milenial's web series there are da'wah messages about believing in Allah and His provisions or destiny that He sets, the obligation to wear hijab, the prohibition of arriving and being ready to bribe and the obligation to do good and filial piety to both parents (Tajudin & Kurniati, 2023). Next study Salam et al. towards Ustadz Hanan Attaki's youtube content with the title Da'wah Through Youtube. The study showed Ustadz Hanan Attaki in creating da'wah content uploaded on his personal YouTube account collaborating audio and visual elements with various discussion themes and presented with a duration of several minutes (Salam et al., 2020). Then Faturrohmi & Chairiawaty's study showed the da'wah message conveyed by Husen Basyaiban as a da'wah activist to millennials on his tiktok account @Basyasman00 found that da'wah messages related to sharia were more than related to creed and morals in his posts on his da'wah account (Faturrohmi & Chairiawaty, 2022).

The distinctiveness and novelty aspect of this study, namely the da'wah content studied is not from among da'wah activists who intend to deliberately create content containing Islamic da'wah that has a tendency to theological and ecological messages. This study is urgent, in the midst of the rise of digital da'wah with various concepts and trends in the message of da'wah conveyed, but it can still be said that a little da'wah is ecological. Therefore, the results of this study can be a pilot project for new preachers who want to convey da'wah messages with theological and ecological nuances.

B. The Effectiveness of Da'wah Communication in the Digital Space

It is undeniable that the religious transformation experienced by da'wah listeners on TikTok may also be caused by various external factors that support it (Maghfirah et al., n.d.). Therefore, in this sub-chapter will be described about the elements in the effectiveness of da'wah in digital media. It is important to know that the pattern of da'wah communication in the digital era needs to pay attention to three important aspects so that the process of delivering da'wah can run effectively and in accordance with the target of da'wah. These three aspects will be described as follows.

First, the input of da'wah communication. The existence of this input is in the form of various elements that will be used by preachers before da'wah is carried out. Da'wah input is an important thing that needs to be thought about and planned optimally so that the process and objectives of da'wah can be conveyed properly. The input in da'wah communication referred to here, among others, *mad'u* (audience). A preacher must pay attention to those who will be given da'wah. This needs to be done so that da'wah is not mistargeted and there is no misunderstanding of the da'wah material conveyed. Then, *maddah* (matter). The preacher needs to pay attention to the material before it is delivered to the audience. In this context, da'wah material must be aligned with the target of da'wah so that da'wah material is right on target. Next, beware (media). In addition to targets and materials, preachers also need to plan the media that will be used in delivering da'wah, including da'wah in the digital space.

Second, the process of da'wah communication. The existence of the da'wah communication process is the preacher's way of conveying the message of da'wah. For example, in the context of digital media, preachers can take advantage of smartphone media, then the process of da'wah communication can be done by calling, sending short messages, creating content containing images, videos or text using the supporting features in it. It is important to realize that the success of this da'wah communication process has two important things, among others, there is a main mover or implementer, namely *da'i*. Then, the *thariqah*. In this context, the determinant of the success of the da'wah communication process is the *da'i* method in delivering da'wah material. In the digital era, many preachers use social media, such as Facebook, YouTube, and so on.

Third, the output of da'wah communication. What is meant by output here is the impact of the delivery of da'wah material itself related to the impact of da'wah material in terms of benefits and changing one's behavior as an audience. Because, the impact of da'wah is the effect or influence caused by da'wah activities on the attitudes and behaviors of a person or group of people who are the object of da'wah, so that da'wah activities directly or indirectly must be able to influence thoughts, attitudes, and behaviour (Iman, 2021).

Various elements of the effectiveness of da'wah in the digital space as described above are important to be understood by preachers in Indonesia. This is due to Indonesia as a country that has a diversity of social cultures. This plurality of social life has grown and developed for generations. Such social conditions require a multicultural Islamic paradigm to be able to foster an attitude of tolerance towards the existing conditions of cultural social differences. No exception for preachers to be able to apply various important elements for the effectiveness of their da'wah in the digital space with audience conditions with diverse socio-cultural backgrounds. No exception for preachers to be able to apply various important elements for the effectiveness of their da'wah in the digital space with audience conditions with diverse socio-cultural backgrounds.

C. Portrait of Pandawara Group: As a Media for Da'wah in the Digital Age

In religion, there will definitely be points of religious teachings conveyed, as well as Islam. These teachings all come from Allah Almighty which was conveyed through his messenger the Holy Prophetsa and will be conveyed again by the Prophet to his people. And the people who have accepted the teaching must be conveyed again to other people. The activity of conveying this is da'wah as an activity to invite others to do to the ma'ruf and stay away from the munkar. Da'wah is also an activity to disseminate the teachings of Islam (Rismanto, 2021). However, in carrying out da'wah activities, it must be carried out in accordance with how the current times develop with existing technological and scientific advances. The development of the times will affect the progress of da'wah activities which will also affect the progress of religion and vice versa (Salam et al., 2020).

Along with the times, making changes in the use of information and communication technology, namely Tiktok. The initial launch of this application in September, 2016 has a bad connotation in the eyes of the public, because its users upload content that is not useful and even contains negative values such as, dancing content with music accompaniment or filtered photo collages accompanied by popular music. However, along with the times, the use of Tiktok has also developed into one of the educational media. Tiktok is widely used as a medium to share important or as a place to express yourself and share activities to be seen by many people (Rahmana et al., 2022).

It is undeniable that the existence of TikTok has many functions for social media users in the digital age. This starts from creating video content to disseminating information or news. Not only that, the TikTok application can also be a medium for making money through content that is displayed when many are liked by the public. However, the existence of TikTok can also harm its users when not used wisely (Maulida et al., 2022).

One of the Tiktok users who shares educational content is @pandawaragroup. Not only that, TikTok is quite successful in making many people interested in using it as a place for their good preaching from young to adults. Starting from among scholars who are already qualified in their extraordinary religious scholarship to the emergence of new da'i-da'i from among the youth (Parhan et al., 2022). So that not only great scholars and kiyai-kiyai are able to preach through TikTok, almost all age levels can preach according to their abilities. Tiktok gives great hope for the progress of Islamic da'wah in the modern era, with its wide and fast reach and getting positive reactions from the public as a medium of da'wah (Palupi et al., 2021). Although in reality it is not necessary that da'wah activities can transform into the digital space effectively, because da'wah has a complexity of concepts and meanings so that it does not have to be easily reproduced in the online-based digital media space. In addition, da'wah through digital media does not have to be able to make people feel the experience as well as da'wah directly not through digital media (Udin & Hakim, 2020).

The existence of Pandawara group is a collection of five young men named Rafi, Gilang, Agung, Rifqi, and Ikhsan. The five of them are in their 20s who live in the same neighborhood and have been friends since high school. Initially, the pandawara only cleaned the river around their house. Starting to clean up garbage because it starts from anxiety where every time it rains it always causes their home area to flood. Finally, they started by cleaning the rivers and other sewers around their residence in Bandung. Starting from rivers and sewers, they penetrated to clean garbage to beaches in Indonesia. Every activity they always upload in cleaning garbage on their Tiktok account with the intention of building public awareness of the importance of environmental cleanliness by being a good influence.

All activities that invite and call for something good in accordance with the teachings of Islam are part of da'wah. This is as Moh said. Ali Aziz that all forms of activities or activities intended to convey the teachings of Islam to others in good and wise ways that are expected to create an appreciation and practice of Islamic teachings in everyday life (Mahmuddin & Kusnadi, 2021). Da'wah plays an important role in human life. Therefore, every Muslim is required to convey the teachings of Islam or da'wah to others according to their respective abilities, at least he is able to preach to himself (Sodikin & Sholikhah, 2022).

D. Ecological Dimensions in Da'wah Messages on Tiktok Content @pandawaragroup

Da'wah is not only limited to the pulpit room or certain religious events, but da'wah can be in the form of conveying Islamic teachings by example in the form of concrete actions called da'wah bil-hal (Noer, 2021). As for through technological advances today it has made it easier for people to find all the information they

want and expect (Triyono & Marhuda, 2020). This is like the use of social media in preaching, because the help of an adequate internet network makes it very easy for da'wah activities to convey da'wah to the community anytime and anywhere (Sulastri et al., 2020). One of the social media that is currently attracting a lot of public attention is Tiktok. Tiktok is currently considered to be a media that is in great demand by the wider community, both in exchanging information, and also as a medium for da'wah in the digital era. This can be seen in the action of the Pandawaragroup Tiktok account which in its content is part of da'wah with real actions. In this main chapter, two contents of da'wah messages will be described in the Pandawaragroup tiktok account, as follows.

The existence of da'wah through social media in the digital era can also be a medium for da'wah in terms of theological discourse. This is because digital da'wah can provide communicative communication. Not only that, it can even have an impact on increasing religious understanding through online dialogue while still emphasizing spiritualism (Sikumbang et al., 2024).

As for the content of @pandarawagroup it can be understood that there is a message conveyed related to being grateful for the blessings God gives. One of God's priceless gifts is the river and the sea. Rivers and seas have a great role because they remember the magnitude of their benefits and their role for mankind. Moreover, water is one of the basic needs for humans. Therefore, what God has given us must be grateful and guarded. As Allah says in surah Ibrahim verse 7 which means: *And (remember) when your Lord declared, "Verily if you are grateful, surely I will increase (favors) to you, but if you deny (My favors), then surely My punishment is very heavy"*.

Next, the existence of the concept of da'wah ecology has been minimally applied. Even though the concept of da'wah is important to be more intensely introduced to the wider community (Mughtar & Alam, 2019). In @pandawaragroup content it can be understood that the message of da'wah conveyed is about morality towards the environment. How we as humans are able to preserve the environment around us. The Qur'an has commanded humans to take care of the environment. Caring for the environment is part of the realization of human faith (Muhammad, 2022). As Allah has said in Q.S Al-A'raf:85 which means *And to the inhabitants of Madyan, We (sent) Shu'aib, their own brothers. He said, O my people! Worship God. There is no God (worship) for you but Him. Behold, there has come unto you a tangible proof of your Lord. Perfect the measure and scale, and do not harm anyone in the least. Do not do mischief on the earth after it has been (created) well. that is better for you if you are believers* (Al-A'raf; 85).

The message of da'wah to protect the environment in the content of @pandawaragroup Tiktok account is very important as an effort to protect the natural environment for the life of modern society. This is because many cases of

natural damage caused by human actions, so that it has implications for many natural disasters that harm the lives of mankind itself (Fata, 2017). Therefore, ecological problems that exist in modern society are also important to overcome through social media as an effective medium in disseminating the values of ecological awareness formation for the wider community, as well as the message of da'wah to protect the environment in the content of the Tiktok account @pandawaragroup.

E. Social Implications of Pandawaragroup Content on Community Behavior

Pandawara through its content has succeeded in inviting and influencing the community to work together to clean up waste and preserve the environment. It can be seen in the content upload which is on one of the beaches in Indonesia, namely Labuan beach, Teluk Village, Labuan District, Pandeglang Regency, Banten Province. In this video upload, Pandawara said that this beach is the number 1 worst and dirtiest beach in Indonesia. At the end of his video, Pandawara advised the entire community not to blame each other between the community and the government. And Pandawara invites all parties in Banten Province, both from the surrounding community and the local government, to be willing to help clean up Labuan beach on May 22, 2023 at 07.00. (See Figure 1).

In the next video upload on May 24, 2023, the process of cleaning Labuan beach is shown involving all communities and government agencies of Banten Province. Together they work together to reduce the waste on the beach. Although it cannot be completed in a short time, the condition of the beach is much better than before. (See Figure 2).

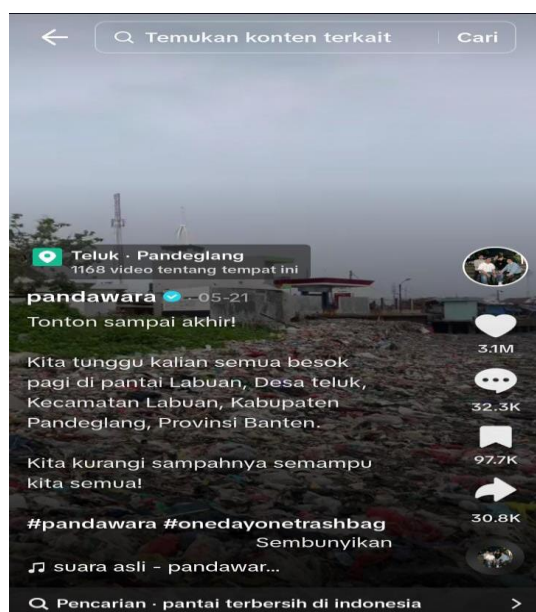


Figure 1. Portrait of Garbage on Labuan Beach

Source: TikTok @pandawaragroup

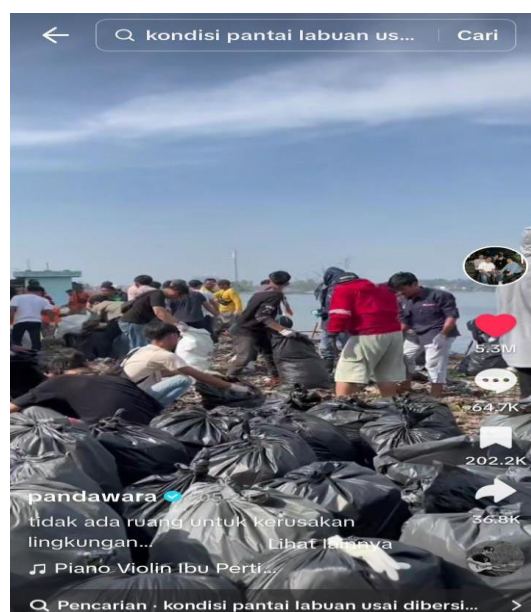


Figure 2. The Process of Cleaning Labuan Beach

Source: TikTok @pandawaragroup

In another video upload while on one of the beaches in Lampung they said that the beach is the number 2 worst and dirtiest beach in Indonesia. And in the video, Pandawara also invited 1000 people of Lampung to attend to clean the beach. Until the time of cleaning the beach, the people who attended to clean the beach reached 3,700 people (See Figure 3).

In addition, the impact of what Pandawara does in his content has succeeded in making other young people follow in his footsteps to be aware of the cleanliness of the surrounding environment which makes 5 young people in Medan also create content like what Pandawara Group does, which is cleaning up garbage. The five young men named their Tiktok account Bumantara. (See Figure 4).

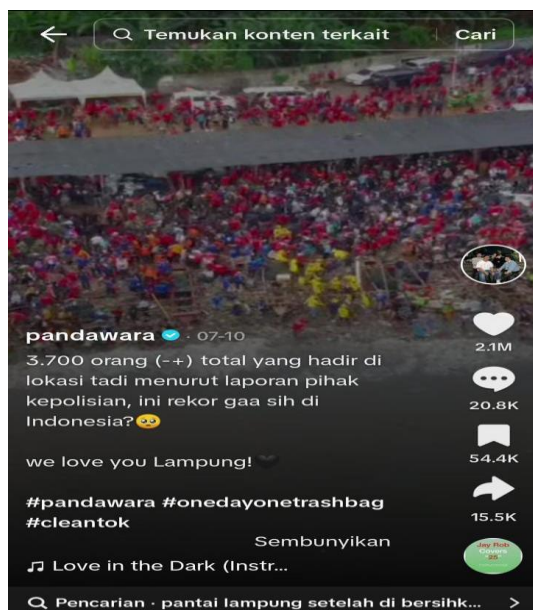


Figure 3. Participation of Community in Cleaning Garbage on the Beach in Lampung

Source: TikTok @pandawaragroup

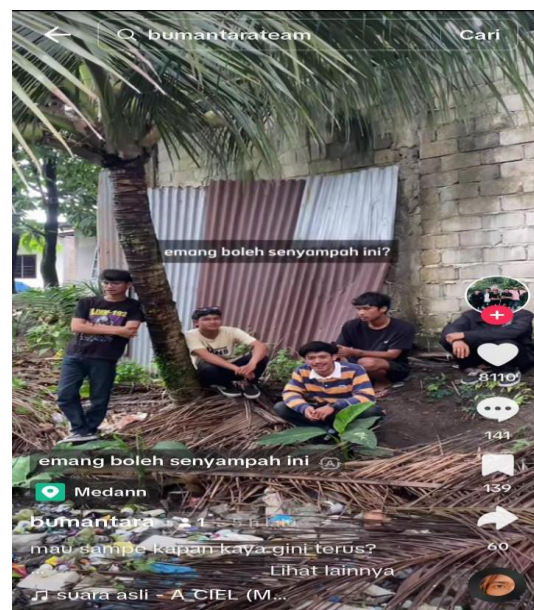


Figure 4. Pandawara Group has inspired Young Men in Creating Content of Cleaning Garbage

Source: TikTok @bumantarateam

This proves that Pandawara Group has succeeded in providing the implied message of what they do in their content and has a positive impact so that people are aware and concerned about the importance of cleanliness of the surrounding environment.

Based on the description above, it shows that the implications of this study can provide knowledge that da'wah is not only carried out directly but must be able to utilize existing media due to technological advances. In addition, it is understood that da'wah is not only speaking or lecturing that is only limited to the pulpit but da'wah can be an example that provides benefits and influence for others. With this research, it is also hoped that young people can be motivated and more aware and concerned to preach in various good ways according to Islamic teachings because da'wah is not limited to only talking about religion.

F. Conclusion

Referring to the main discussion of this study, it was concluded that there are dimensions of ecological orientation in the da'wah message from the content of the Pandawaragrouptiktok account. In addition, there are positive social implications of Pandawara Group's content for the wider community, namely becoming more aware and concerned about the surrounding natural environment. The theoretical implications of this study affirm that digital-based social media can be an effective medium in disseminating Islamic da'wah values that are related to strengthening the theological and ecological aspects of the wider community.

The limitation of this study is that data collection techniques are only carried out in two ways, namely observation and dokumntasi. In order for more research data, it should also be necessary to collect data with interview techniques. It's just that the limitations of researchers in access to interview the person concerned in the study. Therefore, it is important for future studies with similar themes that use interview techniques in data collection, so that the data and results of the analysis of findings are expected to be developed.

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