



## Social Media as a Medium of Da'wah: Religious Transformation among Online Da'wah Audience on TikTok Platform

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### Abstrak

Penelitian ini bertujuan untuk mengkaji pergerakan aktivitas Da'wa pada aplikasi Tik Tok, dan transformasi agama yang dirasakan oleh para pendengar Da'wa di aplikasi Tik Tok. Penelitian ini menggunakan metode kualitatif dengan pendekatan fenomenologi. pengambilan data dilakukan melalui teknik wawancara, observasi, pembagiaan questioner, serta telaah literatur penelitian terdahulu secara mendalam. Hasil dari penelitian ini menunjukkan bahwa media Tik Tok telah diwarnai oleh konten video Da'wa islami yang kreatif sehingga mampu menarik banyak perhatian pengguna Tik Tok, di samping juga dapat menjadi terobosan untuk terhapus nya justifikasi negatif yang sering disematkan secara general pada sosial media Tik Tok. Kreativitas yang dilakukan oleh Tik Tokers Da'wa dapat digolongkan sebagai rekonstruksi berDa'wa secara modern, sehingga Da'wa yang disampaikan terkesan lebih santai dan sesuai dengan perkembangan zaman. Sementara itu, dengan adanya konten Da'wa di Tik Tok, para pendengarnya merasakan beberapa transformasi agama, seperti semakin mendekatkan diri kepada Allah, menghindari perbuatan yang tidak baik, mendapatkan ketenangan jiwa dan peningkatan nilai-nilai spiritualitas. Transformasi agama yang dialami oleh pendengar Da'wa di Tik Tok selain disebabkan oleh konten Da'wa di Tik Tok juga mungkin disebabkan oleh faktor-faktor eksternal lainnya. Hasil dari penelitian ini diharapkan bermanfaat sebagai inspirasi kepada para pegiat Da'wa untuk mencoba melakukan aktivitas Da'wa dengan cara-cara yang kreatif dan inovatif, salah satunya melalui aplikasi Tik Tok. Selain itu penelitian ini diharapkan mampu menambah literatur pustaka dalam bidang studi Islam khususnya bidang Da'wa.

**Kata Kunci:** Dakwah. Tik Tok, dan transformasi agama.

### Abstract

This study aims to examine the da'wah activities movement in the Tik Tok application, and the religious transformation that is felt by listeners of Da'wa in the Tik Tok application. This study used a qualitative method with a phenomenological approach. Data collection was carried out through interview techniques, observation, questionnaire distribution, and in-depth review of previous research literature. The results of this study indicate that the Tik Tok media has been colored by creative Islamic da'wah video content so that it can attract a lot of attention from Tik Tok users, as well as being a breakthrough to eliminate negative justifications that are often pinned generally on Tik Tok . The creativity carried out by Da'wa Tik Tokers can be classified as a modern reconstruction of da'wah, so that the message conveyed seems more relaxed and in accordance with the times. Meanwhile, with the presence of da'wah content on Tik Tok, listeners have experienced several religious transformations, such as getting closer to Allah, avoiding bad deeds, gaining mental peace, and increasing spiritual values. The religious transformation experienced by listeners of Da'wa on Tik Tok is not only caused by the da'wah content on Tik Tok but may also be caused by other external factors. The results of this research are expected to be useful as an inspiration to da'wah activists to try to do da'wah activities in creative and innovative ways, one of which is through the Tik Tok application. In addition, this research is expected to be able to add literature in the field of Islamic studies, especially in the field of da'wah.

**Keywords:** Da'wah, religious transformation, and Tik Tok.

### A. INTRODUCTION

The Tik Tok application was a type of social media launched in 2016 (Mohsin 2020) with a target market up to 2020 that reaches 155 countries around the world (Appttrace 2020). It has been popular among Indonesian since 2018 (Wandi 2020). Tik Tok enthusiasts can be seen on Google Play Store and Appstore downloader. They have increased sharply in the second quarter of 2020. As a result of Sensor research, Tik Tok has been downloaded by more than 300 million users (Ikhsan 2020). In the age range, the majority of users are 10-24 years old and also was dominated by female users (Xu, Yan, and Zhang 2019). Moreover, a large number of Tik Tok enthusiasts as mentioned above, there was research about several user's motivations for using Tik Tok Application. For example, self-expression, social interaction, documentation

through a short video, and enjoyable entertainment media (Omar and Dequan 2020).

In contrast, social media provides features for uploading pictures and typing words or it was known in cyberspace by updating status. The Tik Tok application was an application that offered only content about a short video with back sound, image, filter, and another feature. The content on Tik Tok application was very diverse, ranging from education, business, aesthetics, entertainment to religious content with sharing Islamic da'wah videos. It was applauded by Tik Tok users or was known by Tik Tokers. The emergence of da'wah on Tik Tok was an essential method in the development of the message of Islam in a positive way. Especially, among teenagers to adulthood dominated by social media users.

The modernization of media has made a significant transformation in the religious life of people around the world. Even in the domination entertainment application namely "Joget Tik Tok" there was also education and other things that educate the generation such as da'wah and so forth. Several Tik Tok accounts can be classified as da'wah Tik Tokers. The classifications are based on video content that they uploaded and exactly contain religious symbols. For instance, Husain Basyaiban with Tik Tok account @basyasman00, Rahma @indahrahma\_, Raihan Habib @raihan.habib, Dinda Ibrahim @dinda\_ibrahim, Umar @umar\_rjk, Ustaz Adnin @adninroslan and many more accounts. In addition, there was a da'wah account @ngajihouse that broadcast Islamic through a short video by summarizing lectures from many preachers or famous clerics in Indonesia. In the da'wah movement implemented by Tik Tokers. Besides, they applied religious symbols through short videos, there was endorsement video such as business, entertainment in their Tik Tok accounts.

Based on the psychological perspective, the entertainment that contains fun and novelty on Tik Tok was an emotional attraction. Then, Tik Tok users can enjoy it and feel happy with the various aesthetic display. For example,

Misalnya, hearing through music background features in every video and vision at watching video content. Some of the things above are the appeal of Tik Tok as a product media with ethical experience that represented taste, status, and insight or need of social media users (Yu 2019). Likewise, every human has a variety of preferences. Therefore, it was possible that various types of inventions and video concepts can appear on Tik Tok, including religious content.

This research was considered necessary to open the da'wah movement that was innovative, unique, and entertaining on the online world of Tik Tok. Therefore, before conducting an in-depth study, it was necessary to describe previous related studies then they can strengthen the position of this research in a scientific matter. There were several previous studies related to the scope of the use of social media as the way of da'wah as Briandana's research. This research is about how social media is used to convey da'wah from the millennial's perspective. The result of this study indicates that social media can be used as a medium to preach among millennials. Among the media, that be spotlighted by millennials was the delivered da'wah through Youtube (Briandana et al. 2020a).

A study of creative and profitable da'wah also has been written by Eva Nisa. She saw how to contextualize Instagram's culture among Islamic teenagers in Indonesia. Instagram became the main platform in this research. The result said that the religious message was published in Instagram Account through posts and text. It affects Islamic teenagers' views to understand religion and to show their pity as an identity and their life purpose. Moreover, she said that Instagram became the main platform for every Muslim in Indonesia. It has a function to educate and make an excellent Muslim. Da'wah in Instagram was not only about creative and light da'wah. It offered da'wah content that was attractive for their followers who connected digitally. Contrary, this was also about using da'wah media on Instagram for promoting

products. This product was produced by da'wah cadre to connect between da'wah and profitable Islamic business (Nisa 2018a).

Social media and the creation of social movements in Islam dominated peace of life seekers. ODOJ or which was popular for a while with the term "One Day One Juz" became a trend for people who did hijra. It has been the most popular social movement in Islam at that time. The using social media in da'wah activity, such ODOJ motivated to revive people spirit to recite Al Quran via WhatsApp. The result of this research showed WhatsApp created a semi-virtual Quranic movement. ODOJ movement is very reliant on a wireless network. It demonstrated the capacity of technology to produce and arrange socio-religious semi-virtual movement. ODOJ has a new color in contemporary Islam and its arrival to understand the religious transformation in Indonesia (Nisa 2018c).

Azfar's article was also tried to discover Instagram as a social media use for da'wah media by Nurul Azka (@nunuzoo). The result of this research showed that, in delivering his da'wah @nunuzoo account using video features on Instagram through da'wah method *bil haal* than *bil haal*, *bil Qalam* and *bil lisan* methods to da'wah in a straight way (Robbani 2020). Meanwhile, the research about Tik Tok application using Islamic perspective, Wandi said that Tik Tok was a positive media because its function to keep in relation (friendship), sharing information and entertainment media. However, if its user was not wise, it will have negative consequences such as being affected in pornographic activities which imply moral damage. Therefore, Tik Tok account owners need to consider and sort out positive content and to watch and avoid negative content (Wandi 2020). Related to the description above, Aldi also discusses Islamic da'wah perspective in the use of Tik Tok application. The result of this research was refuting the negative assessment of the use of Tik Tok as often as to use in public. In fact, Tik Tok also has positive video content as a virtual da'wah media (Hikmawati 2021).

In contrast with several previous studies, this study has two main research problems namely: first how this phenomenon in da'wah movement on Tik Tok application; second, how religious transformation can be felt by Tik Tokers who followed Tik Tok as a da'wah media. In broadly speaking, this study has the aim to discover da'wah activity movement in Tik Tok. Besides, also gave a positive perspective from Tik Tok users then refused the negative doctrine that still exists in society through objective explanation toward Islamic activity on Tik Tok. Therefore, below we address discussion about deep study toward da'wah phenomenon on Tik Tok application and religion transformation that was felt by da'wah Tik Tok Listeners.

## **B. RESEARCH METHOD**

This study used a qualitative method with a phenomenological approach. It concerned to da'wah activity development through short video in Tik Tok media. The data that be used were primary and secondary data. Primary data was obtained through interviews with Tik Tokers (Tik Tok account owner), online observation, and spreading questionnaires via Tik Tok. The secondary data was obtained via literature review related to several previous research. It has the aim to strengthen the research result. Because this was qualitative research the result and conclusion of this study were not in general (Soeherman 2019). Therefore, the sample selection in this study used purposive sampling as a special consideration to the result be more accurate (Sugiyono 2017). Some special considerations or criteria from the sample Tik Tokers da'wah account became observation object and target questionnaire dissemination to its followers were first, Tik Tok account had a da'wah video content from the creativity users itself, second, accounts that had many numbers of followers also contained Tik Tok da'wah, *third*, it had a high number of Likes, fourth, an active Tik Tokers have been uploaded their da'wah video in every week.

To get a sample that fits with the criteria above, the researcher applied an observation, then the researcher applied filtering which was carried out in two stages. First, filtering the content of interest (applied in the first register account) with chosen religious content that showed in the timeline. Then, automatically Tik Tok timeline only showed appearance account with the theme of religiosity with a high number of followers. Second, of all religious content displayed, the researcher only chose the content with da'wah matters. After applied filtering, the researcher chose 5 samples to account Tik Tok with da'wah content. *First*, Husain Basyaiban with ID @basyasman00, which had *followers* of 3,1 million and like up to 141.4 million and total videos that were uploaded reached 480 videos. *Second*, Rahma with ID @indahrahma\_ had *followers* of 1,1 million and *like* up to 53,2 million, with many videos that were uploaded reached 637 videos. *Third*, Dinda Ibrahim @dinda\_ibrahim had *followers* up to 1,7 million with numbers of Like counting to 43,9 million, and the total video that was uploaded was 386 videos. *Fourth*, Umar @umar\_rjk his followers reached 711,4 thousand with a total of 18,5 million *like* and was uploaded 132 videos, the last was Ustaz Adnin @adninroslan his *followers* up to 803,4 thousand and 23,6 million *like* his posts and a total of 504 videos that was published. The number of followers and like was an indicator of the popularity of Tik Tok users. The higher follower that Tik Tok users have, then the higher popularity of Tik Tok. Therefore, the indicator of like and follower became a consideration of the researcher in choosing the exact sample to observe and spread the research questionnaire.

### C. RESULT AND DISCUSSION

#### 1. The Phenomenon of Da'wah Movement in Tik Tok Application

Da'wah with various dynamics that covered needed creativity and innovation that related with development and changing time. Tik Tok Application was established in 2016. It was one of the social media platforms

that can be used to deliver da'wah message to broad society. It was packaged in easy to understand and attractive way (Hikmawati 2021). Besides, this application can attract its users all around the world with the total number in download quarter 3 in 2019 period January-September raised 1,5 billion downloads and overtake the number of downloads on Facebook and Instagram Application. Then, this Tik Tok business also was interested in another giant technology such as Google (Indonesia 2019). This Tik Tok application development was graded by growing significantly year by year. This happened as released of Sensor Tower Company that showed the data movement of Tik Tok users were:



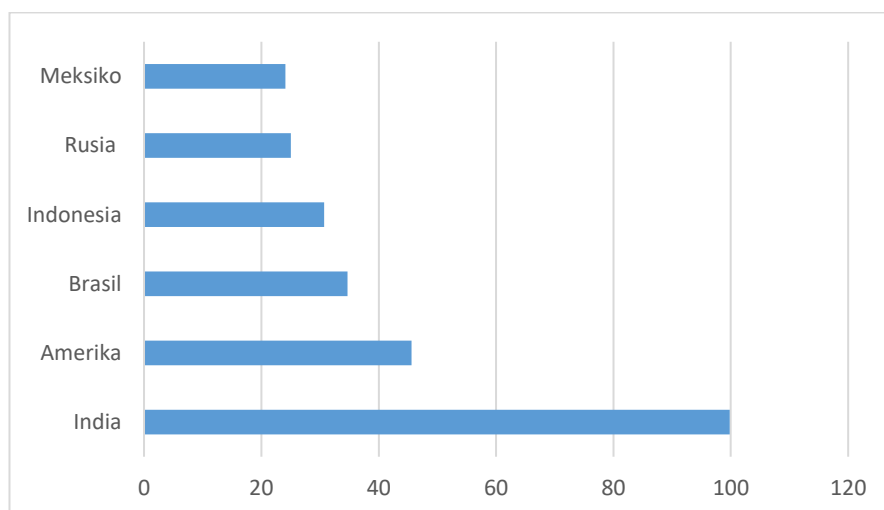
Graphic 1. The Number of Tik Tok downloaded (million). Source: Sensor Tower

From the graph above can be seen that the highest Tik Tok downloader occurred in the 4<sup>th</sup> quarter of 2018 with a total downloader up to 205,7 million. That graphic address the fluctuation or increase the number Tik Tok downloader. This number was collected by Sensor Tower start from the first quarter of 2017 until the third quartal 2019 in the past. If you added up the growth of user number in 2019 then Tik Tok users reached 1.5 billion downloaders globally. In addition, in April 2020 Tik Tok has been downloaded by 2 billion times people in the world. Increasing this significant number of users is also caused by pandemic Covid 19 that made every customer was



more interesting in cellular tools. It has the aim to get information and still keep the relation with other people in the cyber world (Cindy Mutia Annur 2020).

Besides, an Tik Tok application has also earned USD 175 in Tik Tok users' spending. It caused a good impact on Tik Tok Application income. The Tik Tok income not only was gained from the user but also the advertisement income up to USD 7,1 billion (Indonesia 2019). The largest country that dominated Tik Tok downloaded numbers as India, the United States, and Brazil in the third number of the world's largest number in Tik Tok downloader (Christy 2020).



Graphic 2. The largest number country in Tik Tok downloaders (million). Source: Tempo

Sensor Tower, the research company released data on the period of January-August 2020. Tik Tok was lead by Indonesia with the largest number of downloaders in the world up to 63,3 million through IOS and Android devices. It can be seen from the number of downloaded through the Google Play Store. The data from Sensor Tower showed Indonesia downloaded this application up to 11 percent of total Tik Tok downloaded. After Indonesia, Brazil becomes the second largest country that downloaded Tik Tok and contributes to 9 percent (Wahyunanda Kusuma Pertiwi 2021).

Seeing the development of Tik Tok in Indonesia which was very widespread and became the King of Tik Tok in 2020. Then, it was reasonable if millennial who has creativity in preaching brought together in developing of delivering method with this application. Nowadays, Tik Tok's content is more varied, starting from singing, dancing, storytelling, make-up tutorial, tips, challenges, and da'wah content. Therefore, there were several steps for inspired and interesting content such as tutorials, education, information, cooking, beauty and fashion, "poison", life hacks, storytelling, and loose humor. That information showed the steps in sharing information and education became the second-largest content that interested by Tik Toker. Therefore, it was reasonable that da'wah content became a trending topic lately.

Similarly, Husein Basyaiban who became one of sample in this research. He had changed the Tik Tok's negative image became media for da'wah. He used various methods in da'wah. He created many videos containing Hadith, Ushul Fiqh, fatwa, and also he answered questions to solve religious problems. His videos have been trending on Tik Tok and FYP (For You Page). Until April 2021, Husen with his account name *basyasman00* got 3,1 million followers and 480 videos.

According to Wandu's research, he mentioned that Tik Tok was a fascinating social media. This application was sharing video therewith music effects. It can relieve stress, boredom, and develop the interest and user's creativity. From Islamic views, this application offered many advantages and can build good relations, sharing information and entertainment (Wandu 2020).

Based on the result of the author's study in several Tik Tokers da'wah account, *@basyasman* was a Tik Tokers who had supreme attraction than the other 4 accounts. Some follower's reasons why they followed that account are because of his method in delivering da'wah content as well as his creativity to combine da'wah joyfully and also his availability to answer all follower's questions. Therefore, it made their followers loyal and always waiting the new

post from them. Moreover, the account owner of @basyasman00 had a good charisma, good looking, good attitude towards his followers. Although this account owner was not a famous artist he can attract thousands Tik Tok users. This interpretation is based on a like response (live) in his da'wah videos. Account @basyasman00 had 3,1 million followers and likes up to 141,4 million, with videos uploaded raised 480 videos.

Meanwhile, da'wah movement carried out by account @Dindaibrahim on Tik Tok was more likely simply and easy to understand. Da'wah that was delivered by Dinda Ibrahim was not separated by his daily life from the practice of waking up activity that should be done before going to bed. According to several responses from respondents, the @dindaibrahim account ranked as the second most attractive to other Tik Tokers and from the author's observation. Dinda was also Tik Toker who was active in answering her follower's questions. Dinda Ibrahim @dinda\_ibrahim has a number of followers up to 1,7 million with like 43,9 million and 386 videos.

The same case with @indahrahma account, which the uniqueness of da'wah Tik Toker. She often discusses teenager's life such as religious views toward opposite-sex relationships about romance and others. In addition, to deliver da'wah carried out in the typical style of Tik Tok users. He also collaborated on religious content, entertainment as well as endorse content. However, the endorsements or business promotions he conveyed were the type of education for followers. Rahma with Tik Tok account @indahrahma had a number of followers up to 1,1 million and raised 53,2 million likes.

Besides the da'wah Tik Tok account from Indonesia, this kind of da'wah is also applied by a preacher from Malaysian, its account namely @ustaz\_adnin. The result said, mostly video da'wah contents delivered by Ustaz Adnin on Tik Tok were answered for his followers. Therefore, the answer or response made his followers felt satisfied and happy. It caused in every question that they made were answered well by him. The followers felt happy because every question about religiosity was answered by their idol.

Ustaz Adnin @adninroslan with followers up to 803,4 thousand and 23,6 million of likes to his postings and 504 videos was uploaded.

Then, the account of @umar\_rjk is also considered as a Tik Tokers which has a strong appeal. Like the observation made by the researcher in this account. Umar was likely to focus on his old friend's advice. Tik Tokers who has followers of 121.200 was always stylish and suitable with his da'wah content. Umar @umar\_rjk has followers of around 711,4 thousand with 18,5 million likes. These are pictures of da'wah method that delivered by @umar\_rjk on his Tik Tok account:

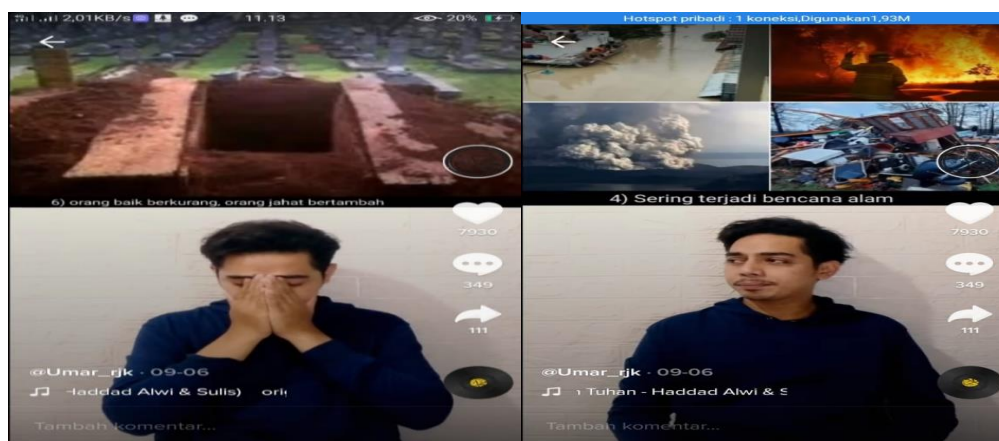


Image 1: Pictures of da'wah methods (Source: Tik Tok account @umar\_rjk)

The two pictures above showed how simple it is in explaining the signs of the apocalypse. However, it can have a significant impact on the religious awareness of its followers. It was how the result of the respondent's answer was by listening and following Tik Toker's da'wah content. It can direct to a good way and motivate for doing good. Besides, da'wah method @umar\_rjk is very suitable for teenagers who use Tik Tok application. He always accompanied his videos with proper music. Many pictures that support to make easy to understand. Then, da'wah content uploaded by him can attract attention and is obvious to understand. In general, Tik Tokers have the same aims to make social media became da'wah media. From the five Tik Tokers that author mentioned, there were many uniqueness and diverse creativity.

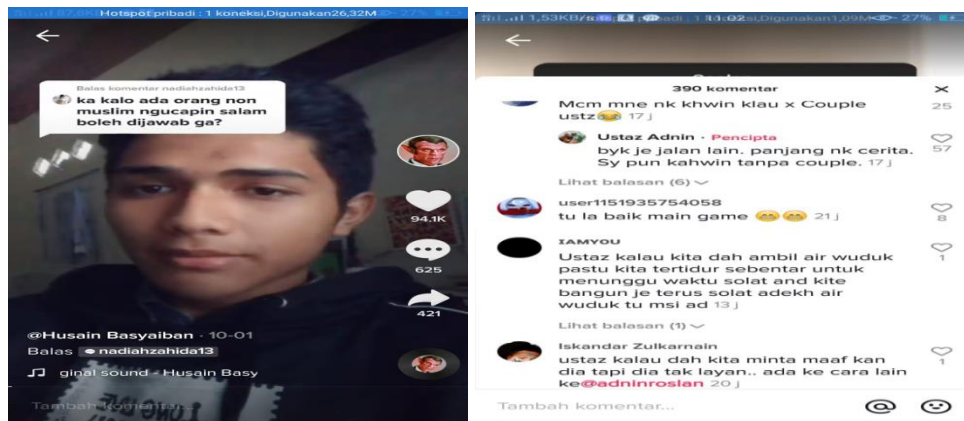


Image 2: Da'wah picture on Tik Tok (Source: Tik Tok account @basyasman00)

The picture above showed Tik Tokers attention, in answering his follower's questions. Account @ramaindh\_ is also very creative in educating millennials. It showed da'wah contents that often be discussed by him are related to problematic issues among teenagers and are covered by endorsed content. Therefore, it is beneficial to himself as an account owner. Besides, delivering da'wah about millennial's lifestyle. He also delivers da'wah about worship, good command, and prohibitions in Islam in large.

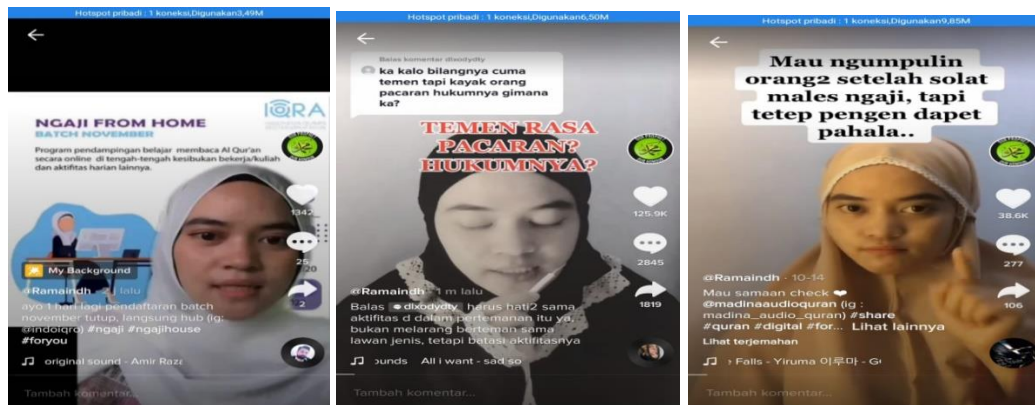


Image 3: Description of Da'wah on Tik Tok (Source: Tik Tok Account @ramaindh\_)

The three pictures above have presented the creativity account @ramaindh\_ in collaborating with the entertainment media on Tik Tok. On the contrary, he can deliver the da'wah through Islamic contents. This account was

also creative in collaborating with the Islamic video content and broadcasting goodness. Dinda also collaborated her da'wah with endorse that can attract the follower's attention. She often uploaded her videos that discussed skincare or beauty matters besides she talked about religion on Tik Tok.

The images below showed her pleasure in answering the questions in Tik Tok. As well as education on beauty content such as skincare and so on.

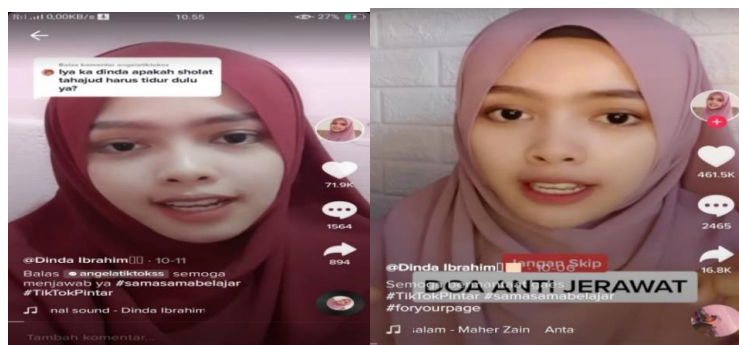


Image 4: Description of Da'wah on Tik Tok (Sources: Tik Tok account @dinda\_ibrahim)

## 2. Religion Transformation of Da'wah Listeners on Tik Tok

Regarding the da'wah activities carried out on Tik Tok, this was a new method of delivering Islamic knowledge. The tendency of some of these research informants to listen to da'wah on Tik Tok, was motivated by their desire to deepen their religious knowledge, as well as a reminder in living life in the world. In addition, the existence of creative da'wah content also makes listeners like the delivery of da'wah on Tik Tok. Therefore, the research from the distribution of questionnaires, the researchers found that 13 out of the 30 informants stated that their motivation in listening to da'wah is because of the delivery method carried out by Tik Tokers. The da'wah contents are short, concise, and clear that it was very easy to understand and remember them.

After discussing the transformation of Tik Tok media into a modern da'wah as described by the author in the previous sub-chapter, in this part the author will describe the findings in the field about religious transformation or changes felt by listeners of da'wah on Tik Tok, this can become one of the references to the impact and benefits of da'wah activities on Tik Tok. In

describing the religious transformation or changes felt by the listeners of da'wah on Tik Tok, the author first asked questions in the questionnaire submitted to research respondents, so that based on the answers from research respondents, the author found several trends in the religious transformation that were felt or even not to felt. By respondents while listening to da'wah on these Tik Tok accounts.

Related with religious transformation. Broadly speaking, there are three areas of religious transformation: first, change from one religion to another, second, increasing spiritually such as increased attention to religion, third change from Abangan Islam to Santri Islam. However, the main indicator in this study is the reach of the second change, namely increasing attention to religion.

The discourse of religious transformation felt by listeners of Islamic *syiar* on Tik Tok, as the author observed online on the Tik Tokers da'wah account @husain Basyaiban, that there were many positive comments from da'wah listeners in some of his uploaded videos who felt grateful for that content. According to Husain followers, that with the short da'wah video content their hearts can be moved to further strengthen their relationships with God, such as *istiqomah* in praying and other positive things. As stated by Ali Syari'ati, that religion with an existing spirit can be an important factor in elevating the uncertain journey of life (Dewi 2012). According to the answers from the questionnaire about the perceived impact and benefits of watching da'wah videos on TokTok, among the transformations felt by some of the informants of this research, namely, increasing spirituality so that they tend to want to do many good deeds, get closer to Allah, there were even who feel the impact to improvements in term of how to worship. In addition, there were also da'wah listeners on Tik Tok who feel an extraordinary transformation, according to his confession that they have received great guidance after listening to the *syiar* of Islam on Tik Tok, leaving the heinous deeds and gaining peace of mind.

Meanwhile, there was also a confession from one of the informants that, there was no perceived impact from listening to the preaching symbols on Tik Tok.

### 3. Discussion

Indonesian young people have made a transition from print media to the use of online media, this was the impact of very rapid technological developments (Romadhoni 2019). The sophisticated media technology can be used by every young people to access anything (Zulhazmi and Hastuti 2018). Whether related to a study need, or da'wah content from various existing platforms. The Tik Tok application is a means of content distribution platform otherwise known as creative content in terms of the use of social media for da'wah which is the freedom to express and innovate by account owners. According to EM Rogers in the perspective of the diffusion of innovation theory, in the context of an innovative video, it will depend on the concept created by the video owner or the way of delivering information that was considered perfect by netizens on Tik Tok, thereby attracting the people's attention (Yu 2019).

Human creativity in the Internet of Things era has a positive impact on the human's religious way (Zulhazmi and Hastuti 2018). As described in Athik's research, digital da'wah can be used as a model for the transfer of religious knowledge that attracts the attention of the audience, because it was considered more instant feedback, easier and more efficient by using social media, for example as the virtual community of AIS Nusantara in building the version of Santri's religious narrative among the millennial through online media (Ummah 2020). In line with that, the phenomenon of media which was an alternative to access Islamic studies (da'wah) and entertainment was a sign of reconstruction because social media was not always rigid and monotonous. As research of Riski and friends stated that in the context of technological developments or social media, it can be used as a means of communication for da'wah for teenagers. As in the case with the Youtube platform which was in the spotlight of teenagers on social media and anyone can access and listen to



da'wah on Youtube anytime and anywhere. Youtube provided additional insight, especially for teenagers. However, Da'wah on social media also has obstacles, besides the demands to facilitate digital audience, listeners also often regret that there was no direct interaction with the preachers (Briandana et al. 2020b).

It is noted that the phenomenon of using Tik Tok media in Indonesia does not always run positively, as there have been various conflicts from 2018 to the present against the use of this application in Indonesia which come from several Islamic organizations, NGOs, the government, and the community. This application also emerged from well-known lectures such as Ustaz Abdul Somad (UAS) who was considered very influential in delivering da'wah Indonesia. He stated that the Tik Tok application was not recommended by Islam. His arguments were not without reason a large number of videos with dance content circulating on social media, thus making UAS recommend leaving and justifying the application (Digital 2018). In addition, Ustadz Felix Siauw also commented on the phenomenon of Tik Tok application which was considered very detrimental to the younger generation. In his Youtube channel, he explained that today's generation has no shame to upload useless content that does not reflect the duties of human civilization. The next response came from one of the Indonesian Ulama, who is well known to be very skilled in the science of the Quran namely Ustadz Adi Hidayat (UAH). He explained that everything that does not bring benefits can be considered to have the status of *makruh* according to the sharia. Thus, UAH also asks the younger generation not to use this application.

On the other hand, from some of the negative justification concluded in general that the author has mentioned above, a new difference and preference have emerged with positive content related to Islamic education or good symbols. Until 2020, da'wah posts have started to appear from Tik Tokers. Religious da'wah on Tik Tok was the result of creativity by Tiktokers who can combine fun, funny entertainment and at the same time invite people to

introspect themselves so that they always do things that are *ma'ruf* and *nahi*, as the purpose of da'wah in general. Based on the result of an interview with one of Tik Tok users, interestingly they stated that even though there are many positive things on social media, it also cannot be avoided from negative effects. As the doctrine that was often circulated, that Tik Tok is a joke media and contains negative content, with a lot of dancing video content circulating. These two points of the Tik Tok application, of course, it was a justification that was not based on an objective study.

The da'wah movement or Islamic symbols carried out by Tik Tokers da'wah was a new face or positive image of Tik Tok itself. The existence of the da'wah movement on Tik Tok was expected to be able to move Tik Tok's social media which was widely justified towards the media of da'wah to carry out Islamic syiar in several media that are currently developing. The negative doctrine embedded in this application has at least been refuted by several da'wah movements accounts through the Tik Tok application, such as the @basyaman00, @Indahrahma\_, @dinda\_ibrahim, @umar\_rjk, and @adninroslan accounts. The creativity of some of the owners of this account has colored the religious values of other Tik Tokers. Besides, Tik Tok users being able to experience entertainment content on the Tik Tok application, Tik Tok users can also follow da'wah account that has been packaged very attractively and do not watch like the delivery of da'wah by other religious authorities. The interest of Tik Tok users in following the five Tik Tok da'wah accounts above was caused by several reasons. Including the knowledge of Tik Tokers da'wah in their religious knowledge, their charisma, the delivering da'wah that is easy to understand, and the willingness of the Tik Tokers da'wah account owners to answer all questions.

The development of Indonesian da'wah in the contemporary era has been enlivened Indonesia by the enthusiasm and activeness of Indonesian Muslim youth on social media (Nisa 2018b). Similar to Tik Tok, the virtual da'wah stage through creative videos have been enlivened by young Tik

Tokers un conveying religious symbols. The behavior and cognition of the users of the Tik Tok application themselves can be influenced by their personality and socio-cultural background (Sharma 2020). Like preaching Tik Tokers, they have a religious-cultural background. Therefore, with their capacity, they can share religious knowledge with the public using the Tik Tok application. Through the Tik Tok application, they have succeeded in attracting the interest of millions of users to study religion or listen to its da'wah which was represented according to the testes of young people. This is interpreted by the author based on a study on Tik Tokers da'wah account. Apart from having a religious-cultural background, ideology also plays an important role in igniting the enthusiasm of the youth to participate in the da'wah movement (Basit 2016).

In general, the purpose of da'wah itself is to achieve change or transformation of the ummah religion for the better human insight of Allah (Madani 2017). Because da'wah can be classified as a movement in Islam to increase and prove the faith of a Muslim to make human life run based on Islamic principles (Basit 2016). Therefore, it will be a big breakthrough and a positive opportunity if only in online media (virtual dimension) which was visited by many people. Every second there was a religious educational content (da'wah) to be watched and studied by many people so that has positive implications for Muslims in the right religion. The religious transformation in this study was observed based on subjective acknowledgments from informants, either through observations in the comment column of da'wah videos uploaded by Tik Tokers, filling out the answer to questionnaires submitted by researchers and direct confessions through interviews of Tik Tokers da'wah. It should be discussed that, one of the strategies, so that religious transformation can run well, is through increasing the religious education of its adherents. Therefore, da'wah as a medium for spreading religious knowledge can be classified as one of the steps to maximize religious transformation in personal and social life (Nata 2020).

As in the previous sub-chapter, the author has describes some of the religious transformations felt by the respondents of this research, which were the implications of listening to da'wah on Tik Tok. However, although many respondents feel positive transformations in religion, there was also an acknowledgment from a small number of informants. It was without impact or transformation of religion that is felt because of listening to the symbols of da'wah on Tik Tok. This can happen because of the pattern of religious transformation. The impact may occur by various factors outside of a stage because their changes can also be caused by other religious experiences that are carried out routinely outside the context discussed in this study. In this case when viewed from the point of view of this research. it can be concluded that not all of the listeners of da'wah on Tik Tok application will experience the religious transformation. In contrast, most of the respondents in this study claimed to have experienced various kinds of religious transformation. Such as an increase in spirituality then tend to want to do many good things, feeling closer to Allah, and also transform religion in the aspect of improvement in terms of the way of worship.

#### **D. CONCLUSION**

Based on the results in this study, it can be concluded that there has been a change or development of the Tik Tok media. It was not only used as a worldly entertainment medium but also contains religious values. The youth version of da'wah, which was the main attraction on Tik Tok has succeeded in attracting the interest of Tik Tok social media users. This was represented by the large number of Tik Tok users' interest in the content created by Tik Tokers da'wah. Among the da'wah accounts on Tik Tok are @basyasman00, @Indaheahma\_, @dinda\_Ibrahim, @umar\_rjk, and @adninroslan. As with negative doctrines that have been denied by some of these accounts as proselytizing agents through the Tik Tok application. The creativity of some of the owners of these accounts has colored the religious values of other Tik

Tokers. Besides, Tik Tok users can also access Tik Tok da'wah accounts that have been packaged very attractively and do not watch like the delivery of da'wah on other media. The character delivering da'wah on Tik Tok was the combination of style for delivering information on the social media which was accompanied by picture or music background when delivering content. It seems to relax and joyful. In this research, the authors also found the interest of Tik Tok users in following the five Tik Tok da'wah accounts above for several reasons. First, based on their religious knowledge, second, their charisma, third delivering style that is easy to understand and willing to answer all the follower's questions.

Meanwhile, regarding the discourse on religious transformation experienced by listeners of da'wah on Tik Tok as the author observed on @husain Basyaiban's account. There were many positive comments from listeners about his videos da'wah. The listeners felt grateful for those contents. The transformation was also felt by some of the informants. According to the answer in the questionnaire about the perceived impact and benefits of watching da'wah videos on Tik Tok, they admitted that the da'wah conveyed by Tik Tok was very beneficial. Such as increasing spirituality, especially willingness to apply a lot of good things, getting closer to Allah and some even feel the impact in improvement in worship to Allah. There were also da'wah listeners on Tik Tok who feel an extraordinary transformation. According to his confession, they have received great guidance after listening to Islamic content in Tik Tok, leaving heinous deeds and gaining peace of mind. Then, there was also a confession from one of the informants who was not perceived impact from listening to the preaching symbols on Tik Tok. In the pattern of religious transformation, the impact may occur due to various factors outside the stage of listening to da'wah on Tik Tok. It was caused by these changes can also occur through other religious experiences that are carried out regularly. Therefore, they have major implications for the transformation of religion themselves.

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