Research Original Article

The Impact of Instagram Social Media on Religious Behavior of Mosque Youth in Siumbut Baru Village

Hasan Sazali[1] **Yusra Dewi Siregar**[1] **& Ismayanti Afrina Putri*[1]**
[1]State Islamic University of North Sumatera, Medan, North Sumatra Province, Indonesia
*Corresponding Author: ismayantiafrina@gmail.com

Abstract

This study aims to find out (1)What content is contained in instagram secial media that affects the religious behavior of mosque adolescents in Siumbut Baru (2) Instagram Social Media which has an impact on the religious behavior of mosque adolescents (3)the effect of instagram on the mosque adolescent religious behavior. From the result of this study indicate that instagram social media gives influence to mosque youth through the use of features presented, so that with social media instagram teen mosque caneaffected by daily behavior that reflects islamic values through positive content that can mativate to carry out such worship to Allah SWT respect parents, is not excessive in worldly matters, cares for others. Then, invite others to promote social service activities based on information obtained in instagram religious accounts. Adolescent religious behavior can be explained by the use of content or features from instagram social media.

Keywords: implementation, discipline, pns

Introduction

The era of modernization makes humans increasingly dependent on technology. Humans make the use of technology to be something that is most needed today. Everyone is also assisted by the development of science which is getting more rapid and developing drastically, this has continued to evolve until now, even worldwide, including in Indonesia.

The internet is also widely used by the general public, not only as a medium for interaction and communication but also as a promotional medium that offers a product and displays current trends that are developing. One part of the internet is social media (Sari, 2010, hal. 61).

Social media can be interpreted as online media, where users can easily participaty, sharing, in creating content works covering various kinds of social networks, wiki blogs, forums and virtual worlds. This media is a form of social media that is most commonly used in people around the world (Sahaja, 2013). Social media is becoming an increasingly global and entrenched phenomenon.

One of the things that makes social media continue to be needed by the community is the accuracy in obtaining information and smooth communication. The most visible users of social media are teenagers.

And the biggest media most often used by teenagers, among others: Facebook, Line, Whatsapps, Youtube, Instagram, Twitter and others. but the object of research the writer discusses is only one social media, namely Instagram. Each social media also has a special advantage of attracting the most social media users they have. However, the medium that is still popular today is Instagram. Instagram is one of the most popular social media platforms in the world. The popularity of Instagram is getting higher and higher, along with the increasing number of its users.

Therefore, it is not surprising that Instagram social media users have hit people from the city to remote areas, one of which is in Siumbut Baru Village, Kisaran Timur District, Asahan Regency which is the focus of the research.

As a result, all information, both positive and negative, can now be easily accessed by the public through the Instagram social media. This has become a basic need for people in Kisaran Timur District, from parents and even young people, village government officials to ordinary people who use technology in various aspects of their lives. The use of the internet and social media in Siumbut Baru Subdistrict, Kisaran Timur district, can be seen so rapidly marked by the use of social media for every community, starting from

children and adults.

One of the periods in development is adolescence. The word adolescence (adolescence) comes from the word adolescere (Latin) which means growing towards maturity. The terms physical and social maturity - psychological. Teenagers who become hyperactive on social media often post their daily activities, which seem to describe a lifestyle that tries to keep up with the times, so they think they are more popular in their environment. However, what actually happens about what they post on social media does not always reflect the true state of their social life.

Humans as creative actors are able to create various things, one of which is the virtual world interaction space. Mosque youths use Instagram as a medium of communication and liaison between other mosque youth members, but the information and content available on Instagram makes the use of Instagram media not optimal for mosque youths in Siumbut Baru Village. More youth members of the mosque open other accounts than communicate with other members.

The behavior of adolescents now tends to approach negative behavior which cannot be denied, because developments in the era of globalization of teenage lifestyles and behavior are now mixed with external social styles, so that our culture is lost and has no longer become a tradition among teenagers.

Teenagers' behavior through Instagram is usually inseparable from posts about their personal activities, captions or stories containing their stories, as well as photos with their friends. Teenagers assume that the more active a teenager is on social media on Instagram, they will be considered cool and slang. In fact, teenagers who do not have social media are usually considered outdated, outdated, and less sociable. Mindset like this is what makes adolescents have behavior that is far from religious things without even thinking about Islamic values.

Adolescent behavior that reflects Islamic values such as worshiping Allah SWT, not deceiving parents only to seek existence, does not confuse themselves only to fulfill needs (Life-Style), and carry out His commands and review the prohibitions in everyday life . Many changes have occurred after mosque teenagers get to know social media under the name Instagram regarding religious behavior in the Siumbut Baru village community. Religious behavior should be applied by active teenagers in the environment, to become examples of young children who want to reach adolescence and adolescence. Teenagers are still easily influenced by what is seen on social media.

Do not know the time when playing with your cellphone and you can even feel at home from morning to morning without any other activities. Even though using the Instagram application, it takes a lot of time and money.

Literature Review

In the literature review, the researcher realizes that there are many studies related to discussing gender equality, but this research has differences with existing studies. So that previous studies can be used as supporting material for this research. The previous studies on the impact of social media instragram on the religious behavior of mosque youth are as follows:

1. "*The Influence of Social Media on Youth Behavior*" by Wilgasecsio. This study is written in a journal based on social media studies in general. No details on the social media in question. It can be concluded that this paper is still general in nature.
2. "*The Influence of Instagram Social Media on Youth Religious Behavior*" by Reni Ferlitasari. This paper discusses Instagram media and religious behavior. This paper focuses on the influence of social media and the behavior of non-adolescents, especially religious behavior.
3. "*The Influence of Social Media on Social Change in Society in Indonesia*" by Anang Agung Cahyono. This study discusses social media in general which has an impact on social change.

After looking at the literature review, the writer is sure that no researcher has yet examined the young mosques in the area. The difference with the first review is that the influence of social media is too broad, while the researcher is only detailed on one social media, namely Instagram social media. The second literature, the title is almost the same, except that there are differences in location, problem formulation and discussion results. The object studied also focused on the behavior of non-adolescents, let alone religious behavior, while the author focused on mosque adolescents, aged 12 to 22 years, and studied adolescent religious behavior such as leaving prayers, ignoring calls from parents. The third literature is the focus of research on social media which is so broad that it causes social change in society. Meanwhile, researchers focused on Instagram social media and changes that occurred in mosque youth in the use of Instagram social media.

Theoretical Review

The theory of Uses and Effect was first put forward by Sven Windhal (1979) which is a synthesis between the uses and gratifications approach with the traditional theory of effects. The concept of "use" (use) is a very important part or what is called the main idea. Because of the knowledge on the use of media, the cause will provide a way of understanding and estimating the results of a mass communication form process(Sendjaja, 2004, hal. 41).

The word "*exposure*" simply refers to an act of perceiving. In another discussion, this definition can be a more complex process, in which certain contents are consumed under certain conditions, to fulfill certain functions and related to certain expectations to be fulfilled. The focus of this theory is more on the second understanding.

In uses and gratifications, the use of media is basically determined by the basic needs of the individual, while the uses and effect needs are one of the factors in the occurrence of the use of the media. Individual characteristics, expectations and perceptions on the media, and the level of access to the media, will lead individuals to the decision to use or not use the content of the mass media. The results of the mass communication process and its relation to media use (Sumadiria, 2010, hal. 95).

The relationship between use and results, in taking into account media content, takes several different forms. These include: In most traditional effects theories, it is the characteristics of these media content that determine a large part of the outcome. In this case, the use of media is only considered an intermediary factor, and the result of this process is called an effect. In this sense too, uses and gratifications will only be considered to act as intermediaries, which strengthen or weaken the effect of media content. In many processes, results are more the result of using the characteristics of the media content.

The use of media can also prevent, reduce or exclude other activities. Besides that, it also has psychological consequences such as dependence on a media. If the use of it is the main cause of the result it will be called a consequence. Having two processes working at the same time gives rise to what can be called 'conseffects', namely (a combination of consequences and effects).(Rahardjo, 2016, hal. 148-154).

Method

This research is a field research conducted with a qualitative approach. Qualitative research or also known as naturalistic research refers to meanings, concepts, definitions, characteristics, metaphors, symbols and descriptions of everything (Salim, 2015.28).

In qualitative naturalistic research, there is no other choice than to make humans the main research instrument. The reason is that things do not yet have a definite form. The problem, the focus of the study, the research procedure, the hypothesis used, even the expected results, cannot be determined with certainty and clearly in advance. Everything still needs to be developed throughout the research. In this situation which is completely uncertain and clear, there is no other choice and only the researcher himself is the only tool that can deal with it. In naturalistic research, the researcher himself becomes the main instrument that goes into the field and tries to gather information.

For this reason, all data is collected and interpreted by the researcher, but in this activity the researcher is supported by secondary instruments, namely: photos, notes and documents related to the research focus.

Collecting data in qualitative research using observation techniques, in-depth interviews (in-depth interviews) and document review. Qualitative data collection according to Lincoln & Guba uses interviews, observations and documents (notes or archives) (E.G. Guba & Y.S. Lincoln, p. 78).

Results and Discussion

Content on Instagram Social Media that Affects Youth Religious Behavior

There are many problems that occur on social media Instagram as often heard by teenagers, namely "TMI" or what is called Too Much Information which means "too much information." Teenage life is unconsciously, now filled with social media, half of him have been placed on other social media. Such as accessing private data to the public or the general public, so that it can be monitored by the general public. Consciously or unconsciously this can cause problems such as cyberbul-lies. The higher the interest of teenagers in accessing self-content in the media, The bigger the realm that is given and can be seen by anyone including the general public. In fact, it is an incident like this that worsens adolescents in using social media, which should fill their spare time with positive activities, which in fact eventually leads to addiction. (Triastuti, 2017, hal. 72)

Teenagers use social media only to fulfill their desire for entertainment. Because teenagers can easily access entertainment found on social media, such as music, food, fashion, and religion. Whether it is depicted in visual and non-visual forms such as audio and video, everything is according to the tastes and trends of today, to look for memes that they think are interesting on Instagram.

Evolution is not only shown by updating devices, be it software (software) or hardware (hardware), but

also humans as entities who use them are influenced by technology and the way they interact with other entities on social media.

Changes due to technological inventions are no longer controlled by media institutions. New audiences who are just getting to know and entering new media have complete power in constructing reality, starting from interactions, ways of communicating, and even language in communicating.

Behind the existence of new audiences in new media, content remains the main choice to see how culture grows and develops on social media. Content on social media should no longer be seen as representative of all that can be seen from the creativity and expression of the audience, but has become part of the network of audiences such as entities that participate, appear, exist, and are together.

As is often heard, content has become a culture for teenagers, which aims to be consumed by the general public. So do not be surprised if the content presented in the form of writing, images, audio and even video is a necessity for teenagers.

The expressions shown in visual memes, for example, emphasize that social media allows users to create new content. This content in the context of new media also requires technological involvement in it, for example by using a meme generator, a kind of meme image maker application on the internet. New content is a socio-cyber reality that emerges from a communication interaction from users who are from the internet. Just like in the real world, in the virtual world, text becomes a message that is exchanged. Like this mosque teenager, they prefer the content of YouTuber artists, motivational words, and mere turmoil.

Instagram social media has indeed been used as a space for information and competitiveness to spread benefits, such as posting photos and videos then adding a caption. This media platform also has features that really support its users in sharing any audio-visual information regarding the actions taken by the account owner. They can also find various kinds of the latest actual information, both formal and informal, such as news, gossip, tips, including entertainment (Nasrullah, 2017, hal. 31). This is also closely related to the existence of social media which has benefits as a news portal, television broadcasts and video playback with a fairly short duration. Like one of the informants, who said that in obtaining information there is no need to bother watching TV broadcasts, using cellphones alone is sufficient to represent.

The results of the interview regarding the influential Instagram social media content were then applied, it was seen that there were several informants, after seeing religious posts, they applied this. For example, in clothes, prayers, fasting and the like. The rest only consumes content on Instagram. Only content viewers without implementation. In order to make it easier for informants to find content, informants usually use hashtags (#) or hashtags that are trending in the present. So do not be surprised if many people upload content and then give a caption that reads according to the content of the content. In order to make it easier for others to find it through that hashtag.

Religious behavior of mosque adolescents affected by Instagram Social Media

In general, the teenage crew already understand and recognize part of the dangers that often occur on these media platforms. Just because the desire to appreciate oneself is too strong and has become part of the existence of teenagers. They consciously mention their personal data and share it on social media, even though they know the dangers of spreading such personal data, including such as name, email address, personal residence address. Although some of them did not mention their residential address in detail, they even used it at random, and some, called it their full personal address correctly. email and even school data and life motto, cell phone numbers, personal photos or video recordings, activity status to current locations (Triastuti, 2017, hal. 69).

Teenagers in general will understand about the consequences of providing their personal data on social media platforms. By mentioning and exposing their personal data, they will be vulnerable to crime, whether it comes from social media or in the real world.

Religious behavior can also be judged from an Instagram social media, depending on what the post is. However, it does not guarantee that it is himself or not. Because according to teenagers, social media only wants to show the good side, with a dress model, captions, insta stories to attract other followers.

Another negative impact that occurs on social media is the creation of a distance relationship between children and other family members. This is what is called, near but far, far but near. This can be seen in the environment around us, or even we are experiencing it. When everyone can gather, instead of enjoying what millennial children call quality time with family, it is even fun with smartphones in their hands. Communication becomes reduced, no longer chatting and interacting with each other.

Other negative impacts of social media also exist on health. Where teenagers are too cool and focus on playing social media excessively until the time limit. The occurrence of vision from the eyes of a child will decrease, the eyes will feel tired and finally wear glasses. All the consequences of the excessive use of social media.

Not following each other but often stalking, which is usually called stalking, is also one of the teenagers'

favorite activities in social media. There are various kinds of targets who are victims of stalking, usually to find information about other people, be it from family, close relatives, public figures, idols or others. To find and get things they think are important, such as photos, videos and even captions.

Another impact that often occurs when you stop playing social media is the emergence of boredom and boredom in adolescents, adolescents consider this to be very annoying. Stop accessing the internet and don't know what other activities to do.

The result of religious behavior that is impacted by social media. Infroman said that there are more negative impacts than positive ones. However, if in terms of religious behavior from Instagram social media. Informants admit that they can improve themselves from bad behavior to be better. More enthusiasm to be a Muslim teenager who wants to be better. Spread kindness through posts, with the content of recitation or prayer, it becomes motivated to follow it. Can motivate yourself, to be brave in public.

The effect of Instagram on religious behavior

In social media it is also public and convergent, which will have a bad impact and increase the risk, including the privacy of a teenager. Moreover, many parents and teenagers have very little knowledge about the privacy settings that have been made available by social media. Convergent social media is defined as where the social media relates to one another. As intended, this kind of character can lead to a new activity in social media which automatically occurs with other social media, this is without being realized by teenagers.

In general, adolescents are aware that social media applications pose a very high risk. However, some others think that social media is a daily need, so that if social media is limited, adolescents will feel the presence of a sense of anxiety.

These characters have described a real effect on adolescents, so that they have an addictive effect that overrides adolescent common sense.

Results from an interview regarding the effect of instagram on adolescents. The youth of the mosque themselves also realize that the effects they get are mostly negative and very influential for themselves and the environment. But still, they still use Instagram social media, even to the point of forgetting the time but also the people in their environment. Results from the interview regarding the effect of Instagram on adolescents who perceive it. Teenagers realize that the effects of Instagram are many, but still use social media to lose track of time. Mosque youths should be able to choose the right time when using Instagram.

Discussion

The results of this study generally describe the religious behavior of mosque youth in using Instagram Social Media. The results of observations and interviews with mosque adolescents can be concluded that the majority of mosque teenagers are that there is an influence or relationship between Instagram social media on religious behavior.

Based on the results of using Instagram social media content, informants prefer content related to Muslim clothing and also Islamic motivation from Instagram social media and greatly affect teenage religious behavior. mosque teenagers make Instagram a self-motivation to be better.

If the use of Instagram social media content or features in disseminating photos and videos about Islam is increasingly being carried out, it is likely that religious behavior in adolescents will reflect Islamic values as what researchers call it in this study.

Kevin Systrom said that the most users on Instagram social media are teenagers, then based on the theory of social media Instagram, Instagram is a system for processing photos and videos as well as obtaining information that is faster and more practical.

The information displayed from the Instagram social media in each image post is detailed and clearly visible, such as intentions and addressed to other users through mentions, explaining photo and video captions in the caption, even users can mention the source. Then what is presented on Instagram is a variety of information, including about Islam.

"*And let there be among you those who cry out for morality, tell ma'ruf and prevent those who are evil; they are lucky people.*" (QS Ali Imran [3]: 104).

From Abdullah bin Amr *radhiyallahu ta'ala 'anhu*, that the Prophet *sallallaahu' alaihi wa sallam* said,

عَنِّى بَلِّغُوا آيَةً وَوَلَّ

"*Convey from me even if only one verse*" (Narrated by Bukhari)

This is what causes the Instagram social media platform not only as a market segmentation or trade but also as an use in the field of preaching. Then, other advantages are also owned by the photo and video processing system which is very easy to take and disseminate which is not only in Instagram social media

accounts, but can be shared with other social media accounts such as Facebook and path, through the many features presented and easily understood by its users.

The next factor is the hashtag feature (#) which easily categorizes and searches for the same information making it easier to find photos or videos about Islam such as worshiping Allah SWT, respecting parents, not being overly worldly, caring for others and others. - others both for yourself and others. This can motivate teenagers to do it. This category is obtained based on the results displayed in each post, both photos and videos that discuss Islam which is less detailed and clear, so that it makes users very less utilizing it. Another thing from the lack of understanding of teenagers in utilizing Instagram's social media features. The features that are presented in Instagram social media are too complicated so that in obtaining information, they are considered not quite right.

Adolescent religious behavior based on the impact of using Instagram social media. So the dimension that is more likely to be affected by Instagram social media towards adolescents as mosque informants in the new siumbut is the social dimension, namely the implication of their knowledge of religion, namely by being motivated to respect their parents more, while maintaining the brotherhood of Islamic brotherhood, not exaggerating in terms of the world, especially in the middle. trend among teenagers and caring for others.

The result of religious behavior influenced by social media. Infroman said the negative impacts outweigh the positive impacts. However, if viewed from the religious behavior of Instagram social media. Informants claim to be able to improve themselves from bad behavior to be better. More enthusiasm to be a Muslim teenager who wants to be better. Spread kindness through posts, with the contents of the recitation or prayer being the motivation to follow it. Can motivate yourself, be brave in public. And mosque youths themselves feel that Instagram's social media is having a bad effect, and by overcoming it, they use their own time to use social media to replace it with other positive ways.

Conclusions

The discussion of the results of processing and data analysis in this study is about the impact of social media Instagram on the religious behavior of teenagers of the Siumbut Baru Village Mosque, it can be concluded that: the impact of social media Instagram on the religious behavior of teenagers of the Siumbut Baru Village Mosque. The younger generation, in this case mosque youth, as active social media users, have high access to Instagram social media.

The influence of Instagram social media on teenage religious behavior that Instagram social media functions and gives influence to mosque youth through the features that have been presented. So that it makes it easier to access news about Islam on Instagram social media, including worshiping Allah SWT, respecting parents, not being overly concerned with worldly matters and caring for others. The mosque youth use Instagram as the fastest media for disseminating information, and making it a motivation that encourages them to carry out the required activities, such as social activities.

Then likes & comments do not only like and provide criticism and suggestions but are used to create Islamic brotherhood by maintaining friendship between others and inviting them to join in carrying out other useful activities such as forming forums to study together intra and between schools to conduct studies not only about Islamic knowledge but general knowledge about school lessons, exchanging opinions and insights so that it helps in the development of studies so that achievement becomes the pride of parents.

Suggestions

After going through a series of attempts to complete this research, there are several suggestions that can be input for all parties related to the research theme.

The suggestions that can be suggested for mosque adolescents and further research are as follows: For social media users on Instagram, especially teenagers and mosque teenagers, it is expected that they do not play Instagram with a frequency that is too frequent and for a very long duration in enjoying the available content. This should not be done because technically it can make the age of the smartphone shorter, besides that it can also affect the communication behavior of social media users themselves.

Acknowledgments

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