



Humor and Wisdom (Content Analysis of Dakwah by Das'ad Latif on Instagram)

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Abstract

This research aims to determine (1) Das'ad Latif's profile, (2) humor in Dakwah by Das'ad Latif on Instagram, and (3) wisdom in Dakwah by Das'ad Latif on Instagram. This study utilizes content analysis with a descriptive technique and a qualitative approach. To collect data, the researcher employed observation and documentation methods. The results of this study indicate that Das'ad Latif frequently discusses women in his Dakwah due to their occasional inability to maintain proper behavior and morals, which should govern their conduct. On his Instagram account, humorous Dakwah messages containing morals were found, consisting of 5 messages, including morals towards others, morals towards parents, and morals towards partners. In these humorous Dakwah messages, there were 3 Dakwah videos discussing women: "Pertanyaan Dongok," in which the word "ibu" (mother) was mentioned 25 times and "istri" (wife) 7 times, "Tips Hadapi Omelan Istri," mentioning "istri" 5 times, and "Kita yang Cicil Dia yang Ambil," mentioning "istri" 5 times and "ibu" 6 times. Meanwhile, the wisdom-based Dakwah messages included 3 messages related to "akidah" (faith), such as "Allah Maha Penyayang" (Allah is the Most Compassionate), "percaya akan kuasa Allah" (belief in the power of Allah), and "keyakinan terhadap takdir Allah" (belief in Allah's destiny). There was 1 message related to "syariah" (Islamic law), namely "siyasah" (politics), and 2 messages related to "akhlak" (morals), focusing on morals towards others

Keywords: *Humor; Wisdom; Dakwah; Instagram.*

INTRODUCTION

Instagram has become one of the widely used platforms for da'wah (preaching) activities by preachers (muballigh) nowadays. The use of Instagram as a da'wah medium is driven by the fact that in this increasingly advanced technological era, people have shifted from traditional media like television to social media. Additionally, Instagram as a social media platform makes it easier for muballigh to disseminate their da'wah messages without having to meet the audience (mad'u) directly or have direct communication. Moreover, Instagram currently offers features that facilitate easy access to and viewing of da'wah content created by da'wah activists

Many muballigh today have started utilizing social media to advance their da'wah activities. Among these muballigh are Ustadz Das'ad Latif, Ustadz Abdul Somad, Ustadz Hanan Attaki, Ustadz Adi Hidayat, and other da'wah activists. It is well known that da'wah is

considered a duty for every Muslim, as every individual is bound by the laws of Sharia. Therefore, every Muslim is obliged to engage in da'wah within the boundaries set by Sharia.

In the current era of advanced globalization, various methods and media are available for da'wah activities. Unlike the time of Prophet Muhammad (peace be upon him) and his companions, da'wah media were very limited. During that time, da'wah was primarily conveyed orally and through actions, as well as through the use of written letters (Ayu Kristina, 2019).

Today, da'wah activities that were traditionally conducted through mosque pulpits can also be carried out through the internet. This shift is due to the significant role played by new media and social media in this advanced technological era. Through the internet, people can access and share information without being restricted by physical space and time (Syamsuri Yanto, 2014).

One of the widely popular social media platforms used today is the Instagram application. This app provides various features for sharing photos and videos, allowing users to capture moments, apply attractive filters, and share them on other social media services (Bambang Dwi Atmoko, 2012). Das'ad Latif, a preacher, seizes this opportunity to convey Islamic teachings in a unique way. He is known for his captivating preaching style, always incorporating humor, and utilizing Instagram as a platform for his da'wah activities. Presently, Das'ad Latif has 880 thousand followers and has shared 1412 posts with engaging themes.

Das'ad Latif manages to engage people from various age groups, from youths to the elderly, with his relaxed and approachable preaching style. He tailors his sermons to suit the congregation's conditions, making them easily understood. On his account @dasadlatif1212, it is evident that short versions of his sermons attract considerable interest, as reflected in the numerous likes and views on each of his posts.

This research is intriguing because da'wah through Instagram represents a new breakthrough in the world of preaching. With da'wah activities on social media, da'wah activists no longer need to have face-to-face interactions with their target audience (mad'u) during preaching sessions or gatherings. Therefore, based on the aforementioned description, this research is conducted under the title "Humor and Wisdom (Content Analysis of Dakwah by Das'ad Latif on Instagram)."

RESEARCH METHODS

The approach used in this research is a qualitative descriptive approach. Qualitative methods are used to obtain in-depth data, data that contains meaning. The qualitative descriptive method is content analysis that provides a detailed description of a specific message or text (Eriyanto, 2011). This research aims to analyze and describe events, phenomena, attitudes, social activities, perceptions, beliefs, and thoughts of individuals and groups (M. Djunaidi Ghony & Fauzan Almanshur, 2012).

The type of research used is content analysis. This research examines the messages in the media to draw conclusions about the tendencies of the content, themes, and so on. In the context of this research, content analysis aims to present a detailed exposition of the researched object.

The primary data source is obtained directly from videos or audio-visual content posted by the @dasadlatif1212 account on the social media platform Instagram. Secondary data is obtained from supporting documents such as books, magazines, the internet, and documentation.

The main instrument in this research is the researcher themselves, who sets the research focus, selects informants as data sources, collects data, assesses data quality, analyzes data, interprets data, and draws conclusions based on the findings. This approach is conducted to obtain objective data necessary for generating objective research conclusions. Supporting instruments include observation guidelines and documentation used to collect data from informants or data sources, and tools such as smartphones or computers for capturing screenshots of Dakwah posts by Das'ad Latif on Instagram.

Several techniques are used by the researcher to collect data in the field, including observation and documentary study. Data analysis involves systematically searching and organizing data obtained from field notes and documentation by categorizing data, describing units, synthesizing, identifying patterns, selecting essential names for study, drawing conclusions, and verifying data so that they are easily understood by both the researcher and others. The processed data is then analyzed using techniques suitable for qualitative research, such as data categorization, data presentation, and drawing conclusions and verifying data.

RESULTS AND DISCUSSION

Profile of Das'ad Latif

The dakwah (preaching) videos uploaded on the Instagram account @dasadlatif1212 are the focus of this research. The reason for choosing this title is because Das'ad Latif is a da'i (preacher) known for his easy-to-understand preaching style. The dakwah content shared

through his Instagram account always receives positive feedback from Instagram users, as evidenced by the high number of likes, views, and positive comments on each dakwah video. Moreover, his Instagram account currently has 1.1 million followers. With such a large number of followers, Das'ad Latif has become one of the well-known da'is among many others in Indonesia, gaining numerous enthusiasts. Additionally, Das'ad Latif's popularity has allowed him to deliver his dakwah message even in the Presidential Palace of the Republic of Indonesia.

As a well-known da'i, Das'ad Latif uses his popularity to fulfill his dakwah goals without being trapped by his fame. He is often known for delivering dakwah messages with a touch of humor that remains meaningful. When conveying his dakwah message, Das'ad Latif displays enthusiasm and firmness, making many people admire him for his pleasant speaking style. The analyzed video content reveals that Das'ad Latif sometimes addresses women, discussing how wives manage their households, their lifestyles, and other aspects. Dakwah messages about women are often mentioned, particularly when the content revolves around moral teachings..

Das'ad Latif often discusses women in his dakwah by pointing out habits such as women nagging at men, women being selfish, and other negative behaviors displayed by women. He expresses these views passionately during his dakwah, even using strong language in the Sulawesi Selatan dialect. Das'ad Latif does this because he observes certain habits among women that sometimes compromise their behavior and morals, which should be maintained as women, and occasionally, women can also damage family and neighbor relationships through gossip. Therefore, considering that certain behaviors exhibited by women lead to more harm than benefit, Das'ad Latif advises and counsels women, particularly mothers, to improve their negative habits to maintain harmonious relationships within the community and uphold their self-respect.

During his dakwah, Das'ad Latif occasionally uses colloquial terms from Sulawesi Selatan dialect, such as *dongo'*, *tolo'*, *beleng-beleng*, and other words that may have negative connotations. These words are sometimes used to indirectly criticize the congregation present or those watching his videos on social media. Although the intention behind these words may be to remind the congregation, using negative language might negatively impact Das'ad Latif's public image. Nevertheless, some members of the congregation respond by laughing when hearing these words spoken by Das'ad Latif.

Das'ad Latif often uses the local dialect in his dakwah, but only when he is speaking in Sulawesi Selatan. When he preaches in other provinces outside Sulawesi Selatan, he primarily uses the Indonesian language to ensure that the congregation can easily understand his dakwah

message, necessitating language adaptation in the delivery of his dakwah message to the audience.

Humorous Sermon Messages by Das'ad Latif

1. Sermons that incorporate humor and morality

Sermons that contain moral teachings focus on ethics, virtues, and human morals in relation to God, fellow humans, and the environment, delivered with jokes without losing the essence of the sermon. Here are 5 video titles that fall into the category of humorous sermons with moral content..

a. Civil Servants Can Also Give Charity

The sermon titled "Civil Servants Can Also Give Charity" has 125,476 views and 15,673 likes, categorizing it as a moral message. In this video, it is explained that as civil servants serving the public, they should improve their performance instead of being lazy or neglecting their duties with various excuses just because they are government officials.

The humor element in the video lies in the phrases:

"Work for charity, serve people. Improve your administration, don't make it difficult for them when they come to process their IDs. No ink in the pen from the district head, he gave you a pen, but you said the head is sleepy. Just say you want money, geez."

In these sentences, Das'ad Latif reminds civil servants to improve their performance in serving the community. He delivers the message in a way that is engaging to the local community, using language that the people can easily relate to and humorous words that elicit laughter without offending anyone. This way, the audience can still understand the underlying message while being entertained.

b. Foolish Question

The video titled "Foolish Questions" with 222,064 views and 32,229 likes falls under the category of moral messages. This video discusses the behavior a wife should have towards her husband and in-laws, especially during pregnancy and taking care of her partner since childhood. It is not appropriate for a wife to force her partner, whether husband or wife, to choose one over the other, as portrayed in the video when a wife asks the foolish question: "Choose your mother or your wife?"

This video also qualifies as humorous moral content, as Das'ad Latif's delivery includes a phrase that makes the audience laugh:

"Who taught you to talk? Your mother. Who taught you to walk? Who sent you to school? Your mother. Now who receives your salary? Hey, answer this one. Who? You the wife. Now, who enjoys the luxurious house? The wife."

This phrase explains and indirectly emphasizes that it is the mother who teaches and nurtures us from childhood, from learning to walk and talk, and later in life, after we get married, we often neglect her in favor of our partners. The sermon humorously points out this issue while providing a valuable lesson to wives, reminding them that they may not always be the priority when it comes to their spouse's parents

c. Tips for Dealing with a Wife's Complaints

The video titled "Tips for Dealing with a Wife's Complaints" with 211,824 views and 25,039 likes is considered a moral message. In this video, it is advised that a husband should remain silent when his wife is angry and should comfort her once she calms down..

This video also fits into the category of humorous sermons. Das'ad Latif uses his characteristic style of delivering jokes and witty remarks, slightly teasing the audience while still conveying the intended message effectively. The humor element is evident in the following sentences:

"Your wife's nagging, and you remain silent. Let her be, are you done yet? Done! Can I sleep now? Laugh it off, or big-bellied men, it is easy for you with that big belly. When your wife is angry, open your shirt and wiggle your belly, and she will stop being angry. Try it!"

In these sentences, Das'ad Latif playfully reminds husbands not to make excuses like "I have meetings" to avoid their wives' complaints when they are actually going out to meet someone else. The humor is evident in his delivery and the witty comment about the husbands' big bellies, which makes the audience laugh while still getting the message across.

d. We Pay but She Takes

The video titled "We Pay, She Takes" with 139,128 views and 15,470 likes falls into the category of moral messages. In this video, Das'ad Latif advises that it is better to donate half of one's possessions to those in need or orphaned children.

This sermon qualifies as humorous because of the phrases spoken by Das'ad Latif in the initial minutes of the video, which bring laughter to the audience present. For instance:

"These mothers, the wives of government officials, have so much gold. So, when the you pass away, who gets to wear the gold? And who gets diamonds? The heirs? No, who? The second wife. Oh, of course, especially when the husband is still young, suddenly promoted, and married again."

In this context, Das'ad Latif lightly mocks and reminds the wives present not to collect excessive material possessions, as it is a wasteful habit. He emphasizes that these expensive possessions will not be enjoyed by the wives themselves after their husbands pass

away. Instead, he encourages them to give to charity, offering examples to support his message.

e. Husbands, Guard the Trust of Your Wives

The video titled "Husbands, Guard the Trust of Your Wives" with 137,537 views and 15,262 likes is categorized as a moral message. In this video, Das'ad Latif reminds husbands to faithfully maintain the trust built with their wives and not betray their trust.

This video also falls under the humorous sermons category. In this sermon, Das'ad Latif uses several jokes and playful remarks that slightly tease husbands who tend to lie to their wives when they are away from home. One such humorous phrase is:

"Husbands, guard the trust of your wives, don't always make excuses like 'meetings, meetings' when you actually go meet someone else."

The meaning of this phrase is that husbands should not deceive their wives by lying about their whereabouts, especially when they are meeting someone of the opposite gender who is not a lawful companion. However, in delivering this message, Das'ad Latif playfully teases, without directly targeting anyone, which makes the audience laugh and categorizes this sermon as a humorous one because beside the previous sentence, Das'ad Latif also said:

"Look at your wives, who made them old? Their husband "

The sentences focused on the cause of physical change of wife which at first looked young and then being old because the habit of the husband which betray his wife's trust and always being a burden on mind when his husband go. After delivering the humorous sentence, the wisdom is still delivered by Das'ad Latif is the loyalty has to be built and agreed upon by both spouse.

Message of Wisdom Sermons by Das'ad Latif

1. Semons that contain Aqeedah (Beliefs)

Aqeedah sermons are messages that discuss beliefs that are part of the pillars of faith, serving as a guide for us as Muslims to improve our behavior, become better individuals, and avoid evil deeds. Here are 4 (four) videos that fall under the category of wisdom sermons with Aqeedah content:

a. Allah Wants to See Our Efforts Turn Problems into Deeds

The sermon titled "Allah Wants to See Our Efforts Turn Problems into Deeds," with 101,800 views and 11,829 likes, belongs to the category of Aqeedah messages. The message can be found in the sentence:

"What is the difficulty for Allah to grant victory when in Thaif, the Prophet was stoned? But the evidence is, the Prophet worked, the Prophet fought, for what? For your efforts to turn those problems into deeds."

Allah tests His people not because He dislikes them, but because He wants to see the effort they put into facing and overcoming challenges and trials. Allah never burdens His servants beyond their capabilities. As Muslims who believe in the power and mercy of Allah, it is best to be patient and make efforts in facing all the trials we encounter. When we successfully pass these trials, our efforts will become deeds for ourselves.

b. Pay Attention to Our Children

The video titled "Pay Attention to Our Children," with 261,667 views and 28,202 likes, is part of the Aqeedah sermon category. The Aqeedah message can be found in the sentence

"If now our children, who are still in primary school, already wear the hijab, already cover their modesty, and all gather at home to recite the Yasin together on Friday nights, and during Ramadan, they pray in congregation at the mosque, my hope is, by the will of Allah, in the grave, you, fathers, will be wealthy. I swear to Allah. If mothers and fathers pass away, and their children are unemployed, Allah doesn't question. If mothers and fathers pass away, and their children have no job, Allah is not angry."

The message delivered by Das'ad Latif is a reminder that the actions of our children are a responsibility of both parents. When a child practices everything commanded by Allah, Allah has the power to reward the parents after their passing.

Believing in Allah as the All-Powerful, we, as His followers, should be more obedient to Him and teach our families about the rewards we will receive when we try to avoid actions prohibited by Allah. Implementing all of Allah's commands will strengthen our faith so that when temptation comes to our children, they will not easily be swayed. May we become Muslims who teach our children all of Allah's commands so that when we pass away, our children already know how to practice them.

c. Sincerity Erases Sins

The video titled "Sincerity Erases Sins," with 70,542 views and 10,352 likes, belongs to the Aqeedah sermon category. The Aqeedah message can be found in the sentence:

"Alhamdulillah, it turns out that one of the erasers of sins is sincerity in accepting what Allah has given us in life. Sincerity erases sins, God willing, beneficial."

The video reminds Muslims to have faith in everything decreed by Allah. By having faith in Allah's decree, whatever problems we face, whatever illness we suffer from, we must sincerely endure them without complaining, because sincerity accompanied by righteous deeds can erase the sins of the past. As the Prophet Muhammad (peace be upon him) said in

a Hadith narrated by Al-Bukhari:

رَوَى ابْنُ أَبِي شَيْبَةَ عَنْ يَحْيَى بْنِ سَعْدٍ عَنْ زَيْدِ بْنِ أَبِي عَدِيٍّ عَنْ
 أَبِي بَرْزَةَ قَالَ قَالَ رَسُولُ اللَّهِ صَلَّى اللَّهُ عَلَيْهِ وَسَلَّمَ لَا
 بَأْسَ بِمُسْلِمٍ شَرَّ مَا يَكُونُ لَهُ أَنْ يَكُونَ يَوْمَئِذٍ يَمُوتُ وَهُوَ
 يَدْرِي مَا يَكُونُ لَهُ أَنْ يَمُوتَ وَهُوَ يَدْرِي مَا يَكُونُ لَهُ أَنْ
 يَمُوتَ وَهُوَ يَدْرِي مَا يَكُونُ لَهُ أَنْ يَمُوتَ وَهُوَ يَدْرِي مَا
 يَكُونُ لَهُ أَنْ يَمُوتَ وَهُوَ يَدْرِي مَا يَكُونُ لَهُ أَنْ يَمُوتَ

يَمُوتُ وَهُوَ يَدْرِي مَا يَكُونُ لَهُ أَنْ يَمُوتَ وَهُوَ يَدْرِي مَا
 يَكُونُ لَهُ أَنْ يَمُوتَ وَهُوَ يَدْرِي مَا يَكُونُ لَهُ أَنْ يَمُوتَ

The Meaning:

Abu Al Yaman Al Hakam bin Nafi' narrated to us, he reported from Syu'aib from Az Zuhri, who said; 'Urwah bin Az Zubair narrated to me that Aisyah, the wife of the Prophet (peace be upon him), said: The Messenger of Allah (peace be upon him) said, 'No calamity befalls a Muslim, even if it is as little as the prick of a thorn, except that Allah will expiate his sins.' (Narrated by Al-Bukhari)."

Believing and having faith in Allah's predestination is also part of the sixth pillar of faith, which is the belief in qada and qadar (divine decree). Therefore, when a person is convinced of Allah's predestination, they will be more sincere in accepting whatever calamities or illnesses that occur in their life.

Wisdom Preaching Containing Shariah

Shariah preaching encompasses all the rules and regulations that come from Allah, then taught to His messenger, Prophet Muhammad (peace be upon him), such as the acts of worship like prayer, zakat, fasting, hajj, and matters related to human interactions. Here is 1 (one) video that falls under the category of shariah preaching:

- a. Do Not Be Blind to Politics

In the video titled "Don't Be Blind to Politics," with 99,957 viewers and 12,873 likes, the message of shariah preaching can be found. As known, this video falls under

Humor and Wisdom: Content Analysis of Dakwah by Das'ad Latif on Instagram (Risaldi shariah or Islamic law, discussing Wasah or Governance based on shariah. The message is conveyed through the following words:

"That's why we should not be blind to politics. We must seek out good people. If mothers make the wrong choices in choosing legislators, leaders, mayors, or governors, then the leaders we elect will make rules that harm us."

These words explain that as Muslims, we must understand the rules set by Islam when it comes to choosing leaders. People should know what qualities make a good leader in Islam and follow those guidelines. When individuals or society are aware of the Islamic laws that govern politics, their well-being will be ensured under the right leadership.

However, when someone is politically blind, meaning they have no knowledge of what makes a good leader in Islam, they cannot expect prosperity but rather suffer the consequences of rules made by leaders without a foundation in Islamic principles and the laws of the land.

2. Wisdom Preaching Containing Morality

Morality preaching involves messages discussing the ethics and morals of human beings in their social life, whether in their relationship with God, fellow human beings, or the environment. Here are 2 (two) preaching videos by Das'ad Latif that fall under the category of morality preaching:

a. This is a Prayer When Someone Invites You to Gossip

The video titled "This is a Prayer When Someone Invites You to Gossip" has 142,673 viewers and 20,495 likes, falling under morality preaching. The message conveyed is about avoiding the habit of speaking ill of others because gossiping about someone behind their back can damage the relationship with that person. Allah, the Almighty, has been kind enough to conceal someone's flaws. The message can be seen in the following words:

"Do you know why men cannot know women's secrets? Who conceals women's secrets? Allah Subhanahu Wa Ta'ala. Why would you want to expose it? So when someone comes and says, 'Hey, did you hear about so and so?' What should we say? Seek refuge with Allah from such evil."

These words explain how one should act when someone tries to involve them in gossip or speak ill of others without their knowledge. Even if the information is true, it is best to avoid gossiping or discussing someone's faults.

Allah, who created humans in this world, is aware of everyone's flaws but never reveals them to others. However, ordinary people easily spread such stories to others, and this behavior is detrimental to communal ties. Remember that gossip and backbiting can cause great harm and disrupt the harmony of society. As Muslims, we should be cautious not to engage in such actions and strive to maintain unity and respect among our fellow human beings.

b. Contractor you ask to read Scriptures?

The video titled "Contractor, You Ask Him to Read the Scriptures?" with 77,334 viewers, 8,686 likes, and 136 comments, is a moral preaching message to fellow human beings. The video emphasizes the importance of respecting each other and not taking on tasks that are not within one's expertise. This can be seen in the following words:

"When politicians talk about vaccines, suddenly everyone becomes an expert, and we get confused, sir. It's best to leave it to the experts. That's why Prophet Muhammad

(SAW) explained that whoever takes on a task that is not their expertise, prepare for destruction."

These words explain that mutual respect is crucial in the course of our lives, especially when it comes to work and profession. As conveyed by Das'ad Latif in his preaching, it is better not to take on tasks that are beyond our expertise. When we attempt tasks that are not within our area of specialization, the results may not be as expected.

On the other hand, when the work is assigned to someone who is an expert in that field, the outcome is likely to meet expectations, and there will be no chaos in the process of completing the task. It is essential to recognize and appreciate each other's expertise and rely on the skills of those who are qualified for a particular job or responsibility.

CONCLUSIONS AND RECOMMENDATIONS

Das'ad Latif is a renowned preacher who often delivers preaching messages with a touch of humor, including aspects of women's lives. He utilizes his popularity to spread his dakwah messages to his followers on Instagram. In his preaching, Das'ad Latif frequently discusses women, touching on habits like nagging towards men, selfishness, and other negative behaviors exhibited by women. He does this because he observes that some women fail to maintain their attitudes and manners as they should. Seeing that dominant behaviors of women often lead to harm rather than benefit, Das'ad Latif invites, admonishes, and advises women, especially mothers, to improve their negative habits. His aim is to promote harmonious relationships within society and to preserve women's self-respect.

Das'ad Latif often employs local dialects in his dakwah, but only when he appears in South Sulawesi. When delivering sermons outside the province of South Sulawesi, he primarily uses the Indonesian language. This approach allows his audience to easily comprehend the dakwah messages he conveys.

The humor-infused dakwah messages encompass five aspects of akhlak, each carrying meaningful lessons about behavior towards others, parents, and partners. Among these humorous messages, three video dawkahs focus on women: "Pertanyaan Dongok," where the word "ibu" (mother) is mentioned 25 times and "istri" (wife) is mentioned 7 times; "Tips Hadapi Omelan Istri," mentioning "istri" 5 times, and "Kita yang Cicil Dia yang Ambil," using "istri" 5 times and "ibu" 6 times. Das'ad Latif tends to discuss women more often when his dakwah messages incorporate humor.

The wisdom-filled dakwah messages can be categorized into three groups: three messages on akidah, one message on syariah, and two messages on akhlak.

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