

Religious-based Women's Organization: Da'wah Movement Through Twitter Social Media

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Abstract

This study aims to explain the 'Aisyiyah proselytizing movement using Twitter. This research is descriptive of the paradigm of postpositivism. This study used QDAS (Qualitative Data Analysis Software) Nvivo 12 Plus in analyzing data using the Chart analysis and Word Frequency features. The source of data in this study is the social media account Twitter @PP'Aisyiyah. The results showed that 'Aisyiyah as a religious-based women's organization was able to adapt in carrying out its proselytizing from contemporary to digital massively through @PPAisyiyah's Twitter account. Dakwah 'Aisyiyah on Twitter is more dominant in the content of the convey of the hadith. Meanwhile, Aisyiyah's proselytizing narrative on Twitter focuses on the women's movement adapting to the current situation. Then the intensity of proselytizing on Twitter 'Aisyiyah was highest from April to June along with the direction from the Leader of 'Aisyiyah to continue preaching in the conditions of Covid-19. More than that, the chords involved with 'Aisyiyah in proselytizing on Twitter are academic figures and Muhammadiyah figures.

Keywords : Religious-based women's organization, Da'wah Movement, Social Media

1. Introduction

'Aisyiyah is the first religious-based women's organization in Indonesia that is a pioneer in advancing and empowering women in all aspects of life, such as education, health, and social fields (Casmimi C, 2020; Pinem, 2020). As a Muhammadiyah organization, 'Aisyiyah made various breakthroughs, one of which introduced the view that women are equal to men both in the religious realm and social life (Koswara, 2020). 'Aisyiyah suggests cultural renewal by reviewing and reinterpreting a view that regards women as inferior. 'Aisyiyah comes through proselytizing, where women must be active, independent, and involved in decision-making in a family (Nurjaman & Zebua, 2022).

Da'wah is the actualization of the values contained in the teachings of Islam in everyday life (Mukarom, 2020). Proselytizing activities are delivered by a da'I to mad'you or can be individuals or groups. Da'i activities carried out by a da'i can be conveyed in the form of qalam, written, oral, and da'wah bil things or deeds of a person (Arrias et al., 2019). Proselytizing activities in the modern era must be responsive and sensitive to the community environment (Ritonga, 2019). Internet social media is present and touches human civilization through the sophistication of the internet (Rifai, 2019).

'Aisyiyah uses digital media as a medium for proselytizing. The high access to information of the Indonesian people encouraged 'Aisyiyah to make efforts to disseminate the role of women who were judged only for domestic affairs. Therefore, 'Aisyiyah uses social media to reach out to women by giving proselytizing. Twitter social media is used for proselytizing movements that show that women's role is more significant than society's general view. Twitter as a social media is used to network, spread information, promote opinions, and discuss the hottest issues by twittering using specific hashtags (Syarief, 2017). The high number of Twitter users in Indonesia causes this service to be used for various purposes, including doing business,