

Da'wah in the digital era: Analysis of Husain Basyaiban's da'wah message in TikTok content

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Abstract

This study is motivated by the development of social media as a means of preaching, including Husain Basyaiban's Tiktok. This study aims to find out what da'wah messages are contained in the TikTok content in terms of the meaning of denotation, connotation, and myth. Therefore, this study is library research with a descriptive qualitative approach. The semiotic analysis used is the Roland Barthes model, a theoretical framework that examines signs and their meanings in cultural contexts. In this analysis, we identified and interpreted the signs (visual and textual elements) in Husain Basyaiban's TikTok video, considering their cultural and social contexts. The results of the analysis show that the video contains several meanings and messages, namely: mutual respect between religious communities, not insulting other people's beliefs, respecting other people's religious rituals when religion is insulted, fighting, being careful in protecting your beliefs, the importance of conscience in maintaining tolerance, Islam is the true religion, there is no prejudice against religions other than Islam, preaching is an obligation, and Muslims carry a great trust. Then, in Husain Basyaiban's TikTok video, researchers also found the meaning of the video's denotation, connotation, and myth. With the meaning obtained, this study implies the importance of disseminating da'wah content through social media. Social media like TikTok can display short moral content but with deep meaning.

Abstrak

Studi ini dilatarbelakangi oleh perkembangan media sosial sebagai sarana dalam berdakwah diantaranya adalah Tiktok Husain Basyaiban. Studi ini bertujuan untuk mengetahui apa saja pesan dakwah yang terkandung dalam konten tiktok tersebut dilihat dari makna denotasi, konotasi, dan mitos. Oleh karenanya studi ini merupakan studi kepustakaan (*library research*) dengan pendekatan penelitian kualitatif deskriptif. Analisis yang digunakan merupakan analisis semiotika dengan model Roland

Keywords:

da'wah messages; TikTok content; Husain Basyaiban; religious tolerance

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Barthes. Hasil analisis menunjukkan bahwa di dalam video tersebut mengandung beberapa makna dan pesan, yakni: saling menghormati antar umat beragama, tidak menghina keyakinan orang lain, menghormati ritual agama orang lain, ketika agama dihina wajib dilawan, berhati-hati dalam menjaga akidah, pentingnya hati nurani dalam menjaga toleransi, Islam adalah agama yang benar, tidak berburuk sangka terhadap agama selain Islam, berdakwah merupakan suatu kewajiban dan umat Islam mengemban amanah yang besar. Kemudian dalam video tiktok Husain Basyaiban, peneliti juga menemukan makna denotasi, konotasi dan mitos dari video tersebut. Dengan makna yang didapat tersebut, studi ini mengimplikasikan pentingnya diseminasi konten dakwah melalui media sosial. Media sosial seperti TikTok dapat menampilkan konten moral singkat tetapi dengan makna yang mendalam.

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INTRODUCTION

The world of technology is developing rapidly; there are many media that humans can use as tools for communication, as well as social media, which can be accessed easily via the internet network. Social media is an online medium where users can easily use it to meet their communication needs (Widada, 2018). Social media is a medium that facilitates collaboration between users who produce content (user-generated content) (Ade, 2017). The development of social media itself is like a double-edged sword for its users; on the one hand, it provides many conveniences for humans as users, but if it is not balanced with an understanding of the digital world, many things can be detrimental to humans as users. We often see various crimes occurring in the digital, ranging from fraud, breaching personal data stored on user's devices, and online gambling behavior to various immoral acts occurring due to the negative impact of the digital world, which can be said to have no limits. People should have a good understanding of the digital world or be wise in using social media to minimize various negative actions from this.

Social media has many characteristics, ranging from applications only used for short messages to social media that displays photos and videos from its users. If we look at the current video content, it has spread widely on social media and in various countries, including Indonesia. The growth of video content can be easily uploaded to the internet, and advances in internet speed support this. Many platforms and applications provide video creation support and exciting things for smartphone users. One of them is in the TikTok application. The TikTok application is a Chinese social network and music video platform. TikTok was launched in September 2016. The application allows users to create short music videos (Harianysah, 2018). This application is popular with children, teenagers, and adults who need entertainment. Using TikTok is simple because using a

smartphone makes videos on TikTok quickly and easily. TikTok users express themselves using the existing filters. To produce the desired video (Buana, 2020). Initially, there were pros and cons to using the TikTok application because there were those who thought that the TikTok application needed to be more valuable and educational. TikTok contains users who only dance and show things unsuitable for young people to see.

On July 3rd, 2018, the Ministry of Communication and Information (Kemenkominfo) blocked the TikTok application in Indonesia. The Ministry of Communication and Information has monitored this application for a month and found many reports and complaints. As of July 3rd, the number of reports received reached 2,853 reports. According to the Minister of Communication and Information of the Republic of Indonesia, Rudiantara, there is much uneducative content for children because it has a negative influence. However, with various considerations and new regulations, in August 2018, the TikTok application can be downloaded again. One of the suspected regulations is the age limit for users, namely, 11 years old (Wisnu Nugroho, 2018). In 2020, TikTok became popular again, but it was different from before. When it appeared again, this application contained much content with positive value. One of them is content that contains preaching value.

Da'wah means conveying teachings about Islam to others; this can be expressed personally or to many people. What is communicated is in the form of doing good things and preventing everything or actions that are not liked by Allah and His Messenger (*amr ma'ruf nahi munkar*) (Syamsuddin, 2016). Through the TikTok application, the opportunity to preach is now even more incredible because anyone can convey their preaching through their account so that others can see it. TikTok has the opportunity to create a wealth of knowledge about the Islamic religion, which is very much needed by the broader community of users of this platform (Atik, 2021). However, because Indonesia consists of various cultures, languages, ethnicities, and religions, sometimes this diversity creates friction or conflict between community groups. Based on this, awareness should be raised so that people understand how to live in harmony and be tolerant between communities, which must continue to be done. In essence, God created us not to be the same and different from one another, but this is not a reason for us all to be enemies. However, we should live side by side and always be harmonious in society. Low public knowledge and poor intellect are among the causes of conflict in society (Fasih, 2020).

Creating a peaceful and harmonious life in Indonesian society takes work. A sense of tolerance between religious communities must continue to be maintained. Things like this protect us from things that can divide us and trigger hostility. Islam has taught us that we live amidst differences and plurality, and we are all obliged to accept this as a

social reality. We often encounter various problems related to intolerant attitudes, differences in ethnicity, religion, and differences in views, which are usually the cause of conflict in Indonesia. Basically, in the Islamic faith, we have been taught the concept that differences are not the cause of us being divided, but so that the book of God respects and respects each other as in the word of Allah, Surah Al Hujurat verse 18, which states that Allah created you from a man and a woman and made you into nations and tribes so that you might know each other.

The Indonesian state gives its people freedom to embrace religion according to their beliefs as guaranteed by the 1945 Constitution. In the opening part of the first principle of Pancasila, "Belief in One Almighty God," With this principle, Indonesia is described as a country that is not secular but as a country with religious characteristics. Article 28E reads, "Everyone is free to embrace religion and worship according to his religion..." and "Everyone has the right to freedom of belief." In principle, this right cannot be reduced under any circumstances. The state has also guaranteed the freedom of every person to choose their religion and to carry out worship according to their religion, and this has been stated in Chapter 29 of the 1945 Constitution (Bahia Tahzib-Lie, 2010). However, we need to underline that our country's freedom means freedom with responsibility, and the form of this responsibility is respecting the rights of other people who have different beliefs from us. That is why it is essential to voice moderation and religious tolerance, and one of the media we can use is the digital realm or social media.

One content that discusses preaching for religious tolerance that the researcher refers to is an 18-year-old teenager from East Java named Husain Basyaiban, whose account name is @basyasman00. He is the youngest of five siblings and is the son of a Kiyai in his area. Husain joined TikTok in 2020 and, as of September 2020, had 1.3 million followers, 42.1 million likes, and 692 videos on his account. He was also included in the mega influencer group (having more than 1 million followers). Of course, this makes Husain very influential on Tiktok.

In his content, Husain appears relaxed like other teenagers and is characterized by speaking with a fast, firm, and straightforward intonation. In its content, more than 50 videos touch on the issue of tolerance with the aim of all of us being tolerant of other religions, letting other people practice their faith according to what they believe in, and not disturbing each other. Of course, TikTok users Responded well to the video, and content like this is needed to make people aware of tolerance so they can live in peace and harmony. Based on the background, this article will discuss the message of da'wah, denotation, connotation, and myth in TikTok content @basyasman00.

The following are several studies that refer to previous research related to this research. First is research by Aditta Nuzila Mahira, titled "Da'wah message on Taqy

Malik's YouTube channel." This research uses the theory of understanding a sign using Roland Barthes' semiotic theory. The similarities in this research lie in the analysis of Islamic boarding school preaching and the theory used in analyzing the message. The difference lies in the media used for preaching and the object studied (Aditta, 2021). Second, research was conducted by Vina Selma Tiara Sani with the title "Analysis of da'wah messages about tolerance in the 2013 Film Jerusalem". This research uses qualitative research methods, describing an in-depth analysis of what was obtained from observations about the film. The similarities in these studies lie in analyzing the preaching message about tolerance, the differences in the objects studied, and the methods used to analyze (Vina, 2021). Third, research by Shafa Tasya Kamilah titled "Analysis of da'wah content in the TikTok application among teenagers" uses a qualitative approach method. The similarity in this research lies in the da'wah media used, namely through the TikTok application. The difference lies in the theory used to analyze and the object studied (Shafa, 2023).

This study seeks to complement previous studies searching for meaningful aspects of preaching content on social media. TikTok social media, which tends to contain short content, is interesting to see in terms of its meaning and how it can contain various moral meanings useful for the preaching community.

METHODS

This research uses a qualitative approach, and this type of research is descriptive. The data that researchers obtained came from video documentation of TikTok content. To analyze data, identify the object under study, and explain and interpret the message. This research was taken from the TikTok video narrative related to the da'wah message contained in the research object, namely the TikTok content "Religious Tolerance" by Husain Basyaiban.

The data collection technique uses two techniques: documentation and interviews. The author uses the documentation method to collect data and document TikTok content by downloading videos via Google. Interviews were conducted with Husain Basyaiban's relatives to gather information.

The analytical method used in this research is Semiotic Analysis. According to Alex Sobur, semiotics is a science or analytical method for studying signs (Alex Sobur, 2007). One figure who created a systematic model for analyzing the meaning of signs was Roland Barthes. Barthes continued Saussure's thinking, known as the Two Orders of Signification (two-stage signification or two orders of signification), which consists of the first order of signification, denotation, and the second order of signification and connotation. The first order includes signifiers and signifieds in the form of signs. This sign is called

denotational meaning. Denotation is the level of signification that explains the relationship between signs and references to reality, which produces an explicit, direct, and definite meaning. Meanwhile, connotation is the level of sign that explains the relationship between signifier and signified, in which implicit and hidden meaning operates (Alex Sobur, 2006) semiotic analysis put forward by Roland Barthes to examine the content of Husain Basyaiban's preaching messages in Tiktok content.

RESULTS AND DISCUSSION

Husain Basyaiban's da'wah message in TikTok content

The digital era is increasingly developing, and social media platforms such as TikTok have become one of the main communication tools for conveying da'wah messages and religious values. One of the leading da'wah figures, Husan Basyaiban, has used this platform intelligently to convey Islamic messages to a broader audience. Husan Basyaiban is an inspiring example of how digital technology can be used for good and, interestingly, spread religious messages.

Husain Basyaiban's TikTok content often highlights moral values, ethics, and religious practices in Islam. Through creative short videos, he explains religious concepts and provides valuable advice to his viewers. The messages he shared included speech etiquette, relationships between fellow humans, the importance of prayer, fasting, and other acts of worship in daily life. By using easy-to-understand language and an approach that focuses on understanding, Husan Basyaiban has reached the younger generation, who are more accustomed to digital technology. Through TikTok, he helps build awareness about religious values and inspires many people to get closer to Allah daily.

1. Husain Basyaiban's da'wah message in TikTok content entitled "Wow tolerance"

a. Mutual respect between religious people

Respecting other people's beliefs means having an open-minded attitude to respect and allow religious adherents to carry out worship according to the teachings and provisions of their respective religions, without anyone disturbing or forcing them from other people or their families (Abdullah, 2001) In the TikTok video content entitled Woy Tolerance, Husain Basyaiban said: "Muslims respect non- Muslims, and non-Muslims respect Muslims."

b. Do not insult other people's beliefs

In religion, insulting other people's beliefs is certainly not justified. Religion recommends that its people be the best: getting to know each other, understanding, loving, and even helping each other in goodness. For example, suppose all religious people can show the best behavior as their religious

teachings instruct. In that case, there will be no problems related to other people's religions in living their daily lives. In the TikTok video entitled *Woy Tolerance*, Husain Basyaiban said, "Please, if people are carrying out their worship, as long as it does not disturb our religion, keep quiet! Silence is the best key." When we disturb other people's religion, and they insult our religion, then we are the source of the problem."

c. Respecting other people's religious rituals

Tolerance concerns many things in society. Respect for the rituals held by each religion shows a commitment to tolerance (Sufia Nisa). In the TikTok video entitled *Woy Tolerance*, Husain Basyaiban said, "Tolerance is not when we follow their rituals! Tolerance is when we are silent, respecting them."

d. When religion is insulted, it must be resisted

Religion is a belief that must be lived and believed throughout a person's life. In other words, religion is a system that regulates the belief and worship of Almighty God and rules related to culture and a worldview that connects humans with the order of life (Masduki, 2020). In the TikTok video entitled *Woy Tolerance*, Husain Basyaiban said, "Unless they suddenly attack, it is clear that they are wrong, and we must fight against it."

2. *Da'wah message in TikTok content entitled "Between maintaining faith and tolerance"*

a. Be careful in maintaining faith

Aqidah is a decision in which there is no doubt in the person making the decision. Meanwhile, the meaning of *aqidah* in religion is related to beliefs, not actions. So, what has become a person's determination is *aqidah*, whether right or wrong (Al-Atsari, 2016). In the TikTok video titled *Between Maintaining Aqidah and Tolerance*, Husain Basyaiban said, "We are free to tolerate anyone, but to be good Muslims, we must maintain our *aqidah*. Be careful!"

b. The importance of conscience intolerance

Religious views on conscience generally say that conscience is related to a morality inherent in all humans, is intrinsic to a good universe, or is inherent to a divine being.

In the TikTok video titled *Between Maintaining Aqidah and Tolerance*, Husain Basyaiban said, "We are free to be tolerant towards anyone, towards religions outside of ours; it is even required in Islam. However, do not let it be a concept."

c. Islam is the true religion

As Muslims, we are required to have true beliefs. Islam is a revealed religion. Therefore, the truth in Islam is absolute in that there is nothing we can doubt and can be applied at all times (Yani, 2006). In the TikTok video content entitled *Between Maintaining Aqidah and Tolerance*, Husain Basyaiban said, "We as Muslims must believe that the Islamic religion is the truest, more precisely the true one because if we say it is the truest, it means there is something true."

3. *Da'wah message in TikTok content entitled "Tolerance"*

a. Do not have negative thoughts about religions other than Islam

Islam teaches us not to be unkind to anyone. As we know, being suspicious of others is a despicable moral prohibited in religion (Jamal, 2010). In the TikTok video content entitled *Tolerance*, Husain Basyaiban said, "Why are Muslim people triggered when a Christian woman is explaining her faith as a Christian?".

b. Preaching is an obligation

Preaching is an essential part of a Muslim's life. The message of *ma'ruf nahi munkar* can be done with the tongue, hands, or heart; the weakest faith is to do da'wah with the heart (Hamka, 2015). In the TikTok video titled *Tolerance*, Husain Basyaiban said, "Preaching is an obligation; we must preach to anyone, no matter how we do it, we are obliged to preach."

c. Muslims carry a great trust

Amanah comes from the Arabic word *amanah*, which means peace, security, safety, and harmony. In other words, trust is a responsibility accepted by someone to whom trust is given, and he can carry it out as required without neglecting it (Mahathir, 2018). In the TikTok video content entitled *Tolerance*, Husain Basyaiban said, "We as Muslims carry a massive mandate on our backs. Non-people will read us, not our book."

The meaning of denotation, connotation, and myth in Husain Basyaiban's TikTok content


TikTok content is video content created and shared on the TikTok platform. Therefore, TikTok content has a symbolic meaning that needs to be revealed using a semiotic model. Husain Basyaiban's TikTok content is a video that discusses religion and is delivered very differently. The preaching that Husain usually uses is very different and tends to use the language young people use daily.



In TikTok content, users are considered to have autonomy. Users can use the chosen language style according to their wishes without considering external wishes. This freedom allows a TikTok user to express his views and ideas freely without worrying


about the grammar of his language. Thus, what is created in TikTok content, a user certainly has personal hopes and goals. From this, a point of view is born that a user wants to instill, as well as a very different interpretation of meaning from each person who sees the video. Husain Basyaiban's TikTok content often highlights moral values, ethics, and religious practices in Islam and, of course, has meaning. One theory that can be used is semiotic theory to see the meaning of a video. Semiotic theory is critical because everything in a TikTok video is a symbol or sign that has meaning.

Signs in TikTok content have many interpretations of meaning and a vast plurality of meanings depending on the audience when assessing the video being studied. This article will discuss semiotic studies in Husain Basyaiabn's TikTok content. The theoretical model used is Roland Barthes' model, which covers the meaning of denotation, connotation, and myth. The results of the semiotic analysis in Husain Basyaiaban's TikTok content are as follows:

1. Husain Basyaiban's TikTok video "Wow tolerance"

Visual	Voice	Type of shot
	<p>Why is it so difficult for us to tolerate other religions? Muslims respect non-Muslims, non-muslims respect Muslims</p>	<p>Medium Close Up (MCU)</p>


	<p>If there are people, please do their rituals. It does not interfere with our religion as long as it does not interfere with our religion. Please be quiet! Silence is the best key. Tolerance is not when we follow their rituals, right?</p>	<p>Medium Close Up (MCU)</p>
	<p>Tolerance is when we are silent, respecting them. What do they want to do as long as it does not disturb our religion? Shut up!</p>	<p>Medium Close Up (MCU)</p>



	<p>Unless suddenly they attack! It is clear that they are wrong, and we must fight them.</p>	<p>Medium Close Up (MCU)</p>
<p>Denotation</p>	<p>In this video, a teenage boy named Husain Basyaiban is wearing a plain red t-shirt, and his hair is not neatly styled. Husain is delivering a sermon on religious tolerance with the title Wow Tolerance. Even though Husain conveys a da'wah message in the video, he uses strong language, fast intonation, and gestures like someone angry.</p> <p>Husain expressed his opinion regarding "why is it so difficult for us to tolerate other religions." He said, "If people are carrying out their rituals as long as they do not disturb our religion, it is better to keep quiet because silence is an act of tolerance for us towards other religions." However, when other religions attack Islam, Husain said we must fight them.</p> <p>In the video, Husain pleads with his palms together so the audience can tolerate each other. However, Husain looked very emotional in conveying his opinion. Even when Husain conveyed this, he pointed several times at the camera with his left hand and glared. This is because some TikTok users do not show tolerance towards other religions.</p>	



Connotation	<p>This video shows a teenage boy named Husain Basyaiban, who generally appears like a teenager. Husain is delivering a sermon on the theme of religious tolerance. It can be seen that he conveyed it with enthusiasm.</p> <p>Husain expressed his opinion about why tolerating other religions is so difficult for us. He said that if people are carrying out their rituals as long as they do not disturb our religion, it is better to remain silent because silence is an act of tolerance towards other faiths. This indicates that Husain invites viewers not to comment on other people's posts on TikTok regarding their religious issues. So, as long as they do not offend Islam, we should not bother them, and it is better to keep quiet. However, when other religions attack Islam, Husain said we must fight them. This indicates that when the Islamic religion is insulted, we must act to defend our religion as proof of our love for the Islamic religion.</p> <p>In the video, Husain pleads with his palms together so the audience can tolerate each other. This indicates his sincerity in uniting fellow humans regardless of their religious status. However, Husain looked very emotional in conveying his opinion. Even when Husain conveyed this, he pointed several times at the camera with his left hand and glared. This shows his firmness in conveying his message to other people because some TikTok users do not show tolerance towards other religions.</p>
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<p>Myth</p>	<p>As we all understand, there is a stigma in society regarding appearance when preaching; society often thinks that if we convey goodness, we should pay attention to our appearance. There is also the term "Do not Judge a Book by its Cover," which means do not judge a book by its cover. This term means we cannot judge someone from the outside alone because appearance does not necessarily represent a person's personality.</p> <p>Da'wah means we invite and call people to obey Allah SWT. There are several categories in conveying da'wah; there are those who convey da'wah with a loud delivery and those who represent it softly. In society, this has pros and cons; some people like preaching noisily, and others do not like preaching in such a loud way.</p>
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2. Husain Basyaiban's TikTok video "Between Maintaining Faith and Tolerance"

Visual	Voice	Type of shot
	<p>To be a good Muslim, we must protectour aqidah!</p>	<p>Medium Close Up (MCU)</p>

	<p>Be careful!</p>	<p>Medium Close Up (MCU)</p>
	<p>We are free to be tolerant of anyone and religions outside our own; this is even required in Islam. However, do not let this concept of tolerance make it seem as if our conscience has thrown us away from believing that Islam is the true religion.</p>	<p>Medium Close Up (MCU)</p>


	<p>We, as Muslims, must believe that Islam is the faithful and true religion; it is mandatory! However, do not let it happen because of that; we become ignorant and do not respect religions that exist outside of us. Moreover, they also have the right to think like that.</p> <p>Christians also believe that Christianity is the most valid religion. Jews believe that Judaism is the most authentic religion. Confucian people and Buddhists all believe that their religion is the truest.</p> <p>We, as Muslims, must believe that it is the most valid religion, too. More precisely, it is true because saying it is the most accurate means there is something genuine.</p>	<p>Medium Close Up (MCU)</p>
	<p>Do not forget to be tolerant!"</p>	<p>Close Up (CU)</p>



Denotation	<p>In this video, a teenage boy named Husain Basyaiban, with his characteristic modern appearance, is wearing two layers of clothing. The undershirt is black, and the outer shirt is blue. Husain delivered his sermon on religious tolerance, which is about maintaining aqidah and tolerance. Unlike the first video, this video shows Husain looking more relaxed when conveying his message.</p> <p>Husain appealed by saying, "To be a good Muslim, we must protect our aqidah. To be a good Muslim, we must maintain our aqidah." Moreover, he emphasized it with the words "be careful." Husain said, "We are free to tolerate anyone," according to him, using conscience is significant intolerance. He also noted that, as Muslims, we must believe that Islam is the true and most correct religion. However, do not let that happen because we do not respect religions that exist outside of us.</p> <p>In the video, Husain makes more hand gestures to support his preaching. Husain looks so relaxed but remains firm in conveying his message. You can also see several smiles etched on this teenage boy's face when he delivered his message.</p>
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Connotation	<p>Seen in this video is a teenage boy named Husain Basyaiban, with the appearance of a young man. In this second video, Husain does not seem as passionate about delivering his sermon as in the first. Husain appealed by saying, "To be a good Muslim, we must protect our <i>aqidah</i>. To be a good Muslim, we must maintain our <i>aqidah</i>." In the opening sentence, Husain uses English, indicating that besides having religious knowledge, he can also master foreign languages. This sentence also shows that Husain reminds the audience always to maintain their faith. Moreover, he emphasized it with the words "be careful." This indicates that Husain is anxious about the audience. Husain said, "We are free to tolerate anyone," according to him, using conscience is significant intolerance. This indicates that Husain wants the audience to use conscience in every action, including tolerance towards people of other religions. He also said that, as Muslims, we must believe that Islam is the true and most correct religion. However, do not let that happen because we do not respect religions that exist outside of us." This indicates that as Muslims, we are obliged to believe that Islam is the true religion, but do not let this belief destroy our sense of tolerance towards other faiths, let alone denigrate other faiths.</p> <p>In the video, Husain makes more hand gestures to support his preaching. This aims to make the audience understand what he says about maintaining faith and tolerance. Husain looks very relaxed, meaning he is not passionate but remains firm in conveying his message. You can also see several smiles etched on this teenage boy's face when he delivered his message. His smile indicated a sense of peace towards everyone.</p>
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<p>Myth</p>	<p>Nowadays, we cannot deny that foreign language skills are essential. People perceive that if they can master a foreign language, they can improve a person's social status. However, when someone can master a foreign language but does not have good ethics and manners, they will receive a negative stigma from society.</p> <p>Among the forms of noble character taught in Islam is having a sweet face or smiling in front of others. A lovely smile is one of the assets when preaching. From Abu Hurairah, the Prophet Muhammad said, "Indeed you cannot attract people's hearts with your wealth. However, you can attract their hearts with a radiant face and noble morals" (HR. Al Hakim in his mustadrok. Al-Hakim said that this hadith is authentic).</p>
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3. Husain Basyaiban's TikTok video "Wow Tolerance"

Visual	Voice	Type of shot
	<p>So, something passed by on my fyp, where a Christian woman explained her faith as a Christian. What is wrong?</p> <p>Why are the Muslims here being triggered? Why? We are all in this world; I am a Muslim. I believe Islam is the only true religion. Other religions are wrong. I am sure of it; I am sure of it.</p>	<p>Medium Close Up (MCU)</p>

	<p>Well, for example, there are people outside the Islamic religion, whether they are Christians, Confucians, Buddhists, Jews, or any religion other than Islam, who say that Islam is a heretical religion. That is their belief! We have to be tolerant. We should make amends; there is no need to go too far; that is the point. Why get triggered?</p>	<p>Medium Close Up (MCU)</p>
	<p>"We as Muslims carry a huge burden of truston our backs because that person will read us, not our book."</p>	<p>Medium Close Up (MCU)</p>
<p>Connotation</p>	<p>This video shows a teenage boy named Husain Basyaiban with an Arabian face named Husain Basyaiban, with the theme of religious tolerance entitled "Tolerance." In the video, Husain conveys his message relaxedly but still has the meaning.</p> <p>Husain expressed his opinion about why Muslims are triggered when a Christian woman explains her faith. "What is wrong?" This indicates that Husain does not want Muslim TikTok users to interfere in matters of other religious beliefs. Husain also said that he believes Islam is the only true religion, and other religions are false. This confirms Husain's belief as a follower of the Islamic faith. "So, if there are people outside of Islam who say that Islam isa heretical religion, that</p>	

	<p>is their belief, and we just have to be tolerant." This indicates that peace for every religious believer will come when tolerance is instilled in everyone. Then, he also added that preaching is indeed an obligation for Muslims. However, do not get triggered. This indicates that every Muslim has a responsibility to preach, but preach in the right place. As Muslims, we carry a massive burden of trust on our backs.</p> <p>In the video, Husain looks disappointed with the audience, who responded negatively to the Christian woman. This indicates a teenager's sensitivity to the social problems around him. Husain also explained how to respect other people's beliefs to the Muslim audience. This shows that this teenager has a high spirit of tolerance and invites the audience to do the same. This aims to ensure that relations between religious believers can be harmonized.</p>
Myth	<p>Nowadays, we cannot deny that foreign language skills are essential. People perceive that if they can master a foreign language, they can improve a person's social status. However, when someone can master a foreign language but does not have good ethics and manners, they will receive a negative stigma from society.</p> <p>Among the forms of noble character taught in Islam is having a sweet face or smiling in front of others. A lovely smile is one of the assets when preaching. From Abu Hurairah, the Prophet sallallaahu alaihi wa sallam said, "Indeed you cannot attract people's hearts with your wealth. However, you can attract their hearts with a radiant face and noble morals" (HR. Al Hakim in his mustadrok. Al-Hakim said that this hadith is authentic).</p>

Digital da'wah allows the dissemination of religious information more widely and quickly. Preachers use digital platforms to reach a larger and more diverse audience without being bound by geographic boundaries. This research shows that using social media in da'wah effectively reaches younger audiences and can increase interaction and active participation from followers (Yusof & Zain, 2020; Parhan, 2022). Digital da'wah

also encourages interaction between preachers and audiences, enabling two-way dialogue and growing engagement in da'wah activities. Even though it provides many benefits, digital da'wah also requires care to ensure the accuracy of the information conveyed and maintain a positive image of Islam. In the digital era, da'wah is spread through online platforms such as social media (Alissa, 2023). These messages can be accessed anytime and anywhere, creating a broad global reach. Although interaction is not direct through comments and direct messages, multimedia technology enriches message understanding with images, videos, and animations.

This is different from conventional da'wah, which is usually delivered through lectures in mosques, taklim assemblies, or printed media such as books and magazines. It involves direct interaction between the preacher and the audience, allowing for more effective conveying of emotion and emphasis. However, this da'wah is limited to the physical location and audience present. Additionally, conventional da'wah messages are often not well documented unless recorded manually, whereas digital da'wah messages can be quickly recorded, saved, and reaccessed. Digital da'wah has several advantages over conventional da'wah. First, digital da'wah can reach a global audience without being limited by time and space. Second, digital media offers flexibility and convenience for users accessing da'wah content anytime and anywhere. Third, multimedia in digital da'wah, such as videos and infographics, can increase the audience's appeal and understanding of the da'wah material (Heryani & Mutoharoh, 2020; Putra et al., 2023).

Husain Basyaiban, a social media activist from Indonesia, created a breakthrough in preaching through TikTok. He uses this platform to spread the message of Islam powerfully. Husain succeeded in attracting attention with familiar language and relevant content such as motivation, inspirational stories, and religious values in everyday life. Husain Basyaiban focuses on creating content that is educational and interesting. His videos often discuss contemporary issues and relate them to Islamic teachings, making them relevant to a broad audience. His skill in conveying messages that are easy to understand widely makes him successful. The videos are about religious rituals and invite viewers to reflect on the meaning of spiritual teachings in today's context. He also utilizes TikTok's creative features, such as music and visual effects, to add appeal, expanding the reach of his message, especially among the younger generation. Husain's positive influence on TikTok encouraged many people to join in spreading da'wah messages, strengthening the values of kindness and tolerance. Its success proves that da'wah can touch hearts in a fresh way and line with current developments through the intelligent use of digital platforms.

CONCLUSION

Based on the results of research that researchers observed on Husain Basyaiban's TikTok content regarding religious tolerance using Roland Barthes' semiotic analysis, it can be concluded that the video contains several meanings and messages, namely, mutual respect between religious communities, not insulting other people's beliefs, respecting other people's religious rituals, when religion is insulted you must fight it, being careful in maintaining your beliefs, the importance of conscience intolerance, Islam is the true religion, do not have prejudice against religions other than Islam, preaching is an obligation, and Muslims carry a great trust. Then, in Husain Basyaiban's TikTok video, researchers also found the meaning of denotation, connotation, and myth from the three videos. Starting from the gestures, appearance, speaking style, and message of Husain Basyaiban's preaching in the TikTok video, the meaning is interpreted using Roland Barthes' semiotic analysis.

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