

TRANSFIGURATION OF SHOPEE'S E-COMMERCE SOCIAL MEDIA FUNCTION AS DA'WAH MEDIA HADITH OF THE PROPHET (CASE STUDY OF ALKAFF MOSLEM STORE ACCOUNT)

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ABSTRAK

Dalam era digital saat ini, media sosial dan platform e-commerce seperti Shopee telah menjadi bagian integral dalam kehidupan masyarakat, termasuk dalam penyebaran hadits Nabi sebagai pedoman bagi umat Islam. Penelitian ini bertujuan untuk memahami transfigurasi fungsi media sosial e-commerce Shopee sebagai media penyebaran hadits Nabi. Penelitian ini menggunakan pendekatan kualitatif dengan fokus pada Akun Alkaff Moslem Store sebagai studi kasus, yang menggunakan hadits dalam deskripsi produk mereka di Shopee. Hasil penelitian menunjukkan bahwa transfigurasi fungsi Shopee sebagai media penyebaran hadits terjadi melalui penyisipan hadits dalam deskripsi produk, dengan tujuan menyampaikan pesan agama kepada konsumen. Penggunaan hadits ini telah terbukti meningkatkan minat dan penjualan produk, karena memberikan kesan keislaman pada produk yang ditawarkan. Penelitian ini menggambarkan bagaimana media sosial dan e-commerce dapat menjadi sarana efektif dalam penyebaran dan pengaplikasian nilai-nilai agama dalam kehidupan sehari-hari, serta mengidentifikasi pentingnya pemahaman yang mendalam terhadap fungsi dan konteks hadits dalam konteks digital saat ini.

Kata kunci : Shopee;hadits;media sosial

ABSTRAC

In today's digital era, social media and e-commerce platforms such as Shopee have become an integral part of people's lives, including in the dissemination of the Prophet's hadith as a guideline for Muslims. This study aims to understand the transfiguration of the function of Shopee e-commerce social media as a medium for spreading the Prophet's hadith. This research uses a qualitative approach with a focus on Alkaff Moslem Store Account as a case study, which uses hadith in their product descriptions on Shopee. The results showed that the transfiguration of Shopee's function as a medium for spreading hadith occurred through the insertion of hadith in product descriptions, with the aim of conveying religious messages to consumers. The use of this hadith has been proven to increase interest and sales of products, because it gives an Islamic impression to the products offered. This research illustrates how social media and e-commerce can be an effective means of disseminating and applying religious values in everyday life, and identifies the importance of a deep understanding of the function and context of hadith in today's digital context.

Keywords; Shopee;Hadits, Social Media

INTRODUCTION

Hadith as one of the guidelines of Muslims is believed to have its own authority in the midst of people's lives, so that along with the development of technology, hadith studies are not only through face-to-face but also fill most of the virtual space. This is marked by various forms of hadith dissemination that contribute in various virtual spaces, especially on social media. In a time when people are required to socialize in virtual space, the hadith of the Prophet is always sought to always be present in all activities they do both for the spread of da'wah to mu'amalah. In this phenomenon, hadith is required to be a solution in interpreting all community activities without emphasizing and deepening the function of hadith. Affirming the function of hadith in the midst of community life can foster massive understanding so as to avoid misuse of the function of the prophet's hadith.

The study of hadith on social media has developed in the era of the industrial revolution 4.0. So far, the discussion of hadith on social media can be categorized into three tendencies, *first* examining social issues by looking at the perspective of hadith on social media, Wahyudin (2022)¹; Amelia Kamelia (2021)²; Riskiana & Dinda (2022)³ research conducted by Wahyudin emphasizes *flexing* that occurs in society, *both* hadith studies on social media in the form of memes, Mira Fitri (2022)⁴; Asparina & Farhani (2020)⁵; Mukaromah (2020)⁶ Mukaromah researched related to hadith memes about gender equality that are widely circulated on social media, *the third* hadith study by a figure on social media, Syifa Hayati (2020)⁷; Shamsiani Syam (2019)⁸; Akbar Maliki & Syariful (2023),⁹ Syamsiani Syam researched how Hanan Attaki studied hadith in his da'wah contained on youtube. Meanwhile, related to research on

¹ Wahyudin Darmalaksana, 'Flexing Studies in the View of Hadith with Thematic Methods and Ethical Analysis of Social Media', in *Gunung Djati Conference Series*, 2022, VIII, 412–27.

² Amelia Kemala Sari, Zailani Zailani, and Usman Usman, 'The Disease of 'Ain from the Perspective of Hadith and Its Relevance to Social Media (Thematic Hadith Study)', *An-Nur Journal*, 10.2 (2021), 68–77.

³ Dinda Ayu Riskiana, 'Accusations of Zina in the form of Memes on Social Media Contemporary Fiqh Perspective', *JURISY: Sharia Scientific Journal*, 2.2 (2022), 20–33.

⁴ Mira Fitri Shari, 'Memes' (UIN SUNAN KALIJAGA YOGYAKARTA, 2022).

⁵ Atropal Asparina and Karina Rahmi Siti Farhani, 'The mythology of "disaster is doom" in social media memes', *Treasure Theologia*, 2.3 (2020), 164–77.

⁶ Kholila Mukaromah, 'Gender Equality Discourse in Hadith Memes: A Virtual Ethnographic Study on Instagram@ Mubadalah's Account. id', *Mutawatir: Scientific Journal of Tafsir Hadith*, 10.2 (2020), 292–320.

⁷ Syifa Hayati Islami, Lina Agustina, and M Fathur Rohman, 'Thoughts and Da'wah Activities of Ustadz Abdul Somad through Youtube Social Media', *TSAQILA*, 1.1 (2020), 44–59.

⁸ Syamsiyani Shams, 'The Meaning of Hadith by Hanan Attaki in His Da'wah on YouTube', *Journal of Living Hadith*, 4.2 (2019), 209–25.

⁹ Ibn Akbar Maliki, Syariful Anam, and Arif Prasetyo, 'LIVING HADITH ISLAM WASATHIYAH: Analysis of Youtube Da'wah Content "Jeda Nulis" Habib Ja'far', *MODERATIO: Journal of Religious Moderation*, 3.1 (2023), 102–17.

the transfiguration of hadith functions on social media, especially shopee e-commerce, is still not widely studied.

The purpose of this study is as a form of response to previous studies that are still less massive examining how the use of social media, especially e-commerce as a medium for spreading the prophet's hadith. Therefore, there are three questions that will be asked in this study, 1) How is the transfiguration of the function of social media e-commerce shopee as a medium for spreading the prophet's hadith? 2) What is the efficiency of the hadith in describing information for product sales? 3) What motivates the owner to use hadith as information to sell the product? These three questions will be the focus of researchers in the discussion of this article.

This research departs from the argument that alkaff moslem store accounts use hadith as their characteristic in selling their products on shopee. For more attractive market needs, the alkaff moslem store account makes hadith about miswak as a marketing technique so that consumer interest and attraction are increasingly tempted to buy the products sold. It is evident from some of the product posts they peddle using the miswak hadith, namely: "*if I had not worried about burdening the believers, I would have ordered them to miswak every time they were going to pray*" and several hadiths that support their selling products. So this account considers that using hadith in the description of the products they sell will attract more consumer attention in buying products being sold.

RESULT

Transfiguration of Shopee's Function as a Media for Disseminating the Prophet's Hadith on the Al-Kaff Store Account

Shopee has the main function, namely as an online shopping media that helps people to meet their daily needs in a friendly and easy way in the form of #Shopeedarirumah campaigns that can be applied by the community so that there is no need to do shopping activities by leaving the house.¹⁰ The process of online shopping activities can be done anytime and anywhere according to the conditions of sellers and buyers whether they are studying or working which then shopee provides payment facilities through *mobile banking* or *cash on delivery* systems, namely payment when the goods have been received. Sellers can sell their products only by presenting pictures or videos of products in the storefront and providing price

¹⁰ Priyo Suswanto and Sri Dewi Setiawati, 'Shopee's Marketing Communication Strategy in Building Positioning in the Middle of the Covid-19 Pandemic in Indonesia', *Timeline: Journal of Communication Studies*, 3.2 (2020), 16–29.

tags and product descriptions in the form of characteristics, quality and advantages of products so that buyers can easily find out the condition of the products they will buy. Considering the writing of product descriptions by sellers will help in influencing buyers to purchase a product

Writing a description on the product which was originally a description of a product in terms of size, quality and advantages, on the Al-Kaff Moslem Store account experienced a transformation of its function as a medium for delivering the prophet's hadith. The prophet's hadith on the Al-Kaff Moslem Store account is included in the description of several products that have been contained in the prophet's hadith as support for product sales. The main purpose of the inclusion of the prophet's hadith in the product description is to convey the hadith to consumers who will buy products in the account which then the hadith is loaded according to the product sold. Writing hadith on product descriptions is the hope that sellers are able to help as a medium for spreading the hadith of the prophet.

Figures 1,2, & 3 are images of products that use the hadith of the prophet

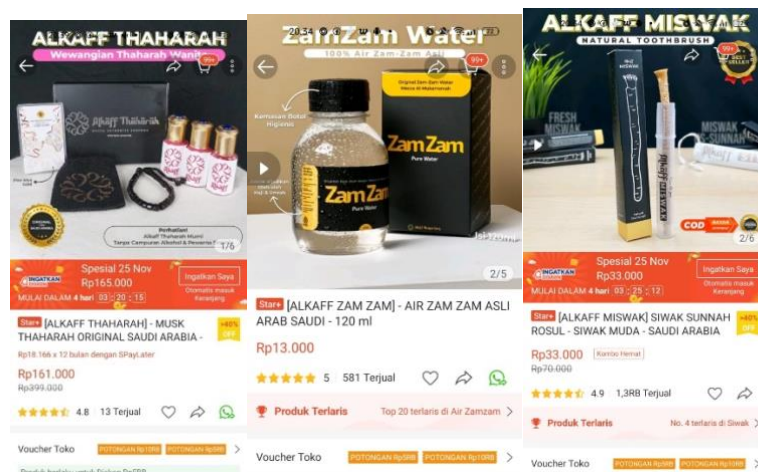
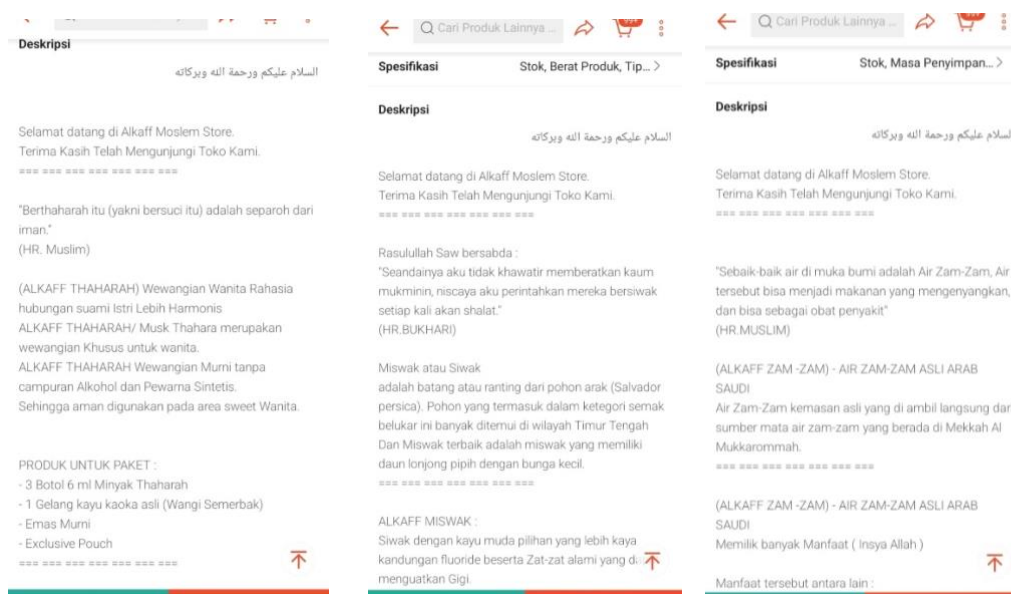


Figure 4,5,&6 is the product description image



The delivery of the prophet's hadith carried out by the Al-Kaff Moslem Store account can be seen in pictures 4, 5 and 6 contained in the product sales description. In the description of the delivery of the hadith, the prophet is displayed by including the matan hadith in Indonesian, then continued by the narrator of the hadith. The hadith of the prophet listed by Penjuan has continuity with the products sold. In picture 1 is one of the products sold, namely perfume which is commonly used after thaharah, then in the description is included the prophet's hadith about thaharah. Next in figure 2 is the display of zam-zam water products and the sales description of the product contains a hadith about the benefits of consuming zam-zam water. And the last is the display of sales of miswak products which then on the decryption of the product is included the prophet's hadith which discusses the prophet who commanded Muslims to miswak.

Efficiency of the Prophet's Hadith in Selling Products on Al-Kaff Moslem Store Account

Every entrepreneur certainly wants the products they sell well in the market in the hope of making them profitable. They do various ways so that the products they sell are attractive to consumers so that the products sell well in the market. This is evident from several sellers who have various strategies to offer their products, such as providing the best quality to their

products,¹¹ displaying attractive designs,¹² providing price discounts,¹³ and also displaying halal labels,¹⁴ as well as presenting various other strategies. So that's the strategy carried out by sellers to get as much profit as possible from selling the products they market.

Various strategies for entrepreneurs to offer their selling products, just like the Alkaff Moslem Store account does to sell the products they offer on Shopee E-commerce, this account has a unique strategy. The strategy carried out is to trade products that are believed to be products that are arranged by Rosulullah Saw, then by including hadith literature in several descriptions in the product posts they peddle. In this way, it is proven that posts that include hadith literature in the product description, the sale of the product is in great demand compared to products that do not include hadith. The alkaff moslem store account included a hadith in the caption of their sales posts that have succeeded in attracting the attention of consumers so as to reap profits.



Figure 1



Figure 2



Figure 3

¹¹ Nico Rifanto Halim and Donant Alananto Iskandar, 'The Effect of Product Quality, Price and Competition on Buying Interest', *Journal of Management and Business Research (JRMB) Faculty of Economics UNIAT*, 4.3 (2019), 415–24.

¹² Farhan Saputra, Nurul Khaira, and Raihan Saputra, 'The Influence of User Interface and Product Variation on Consumer Buying Interest (Literature Study)', *Journal of Communication and Social Sciences*, 1.1 (2023), 18–25.

¹³ Firza Oktavia Nurul Kumala and Achmad Fageh, 'The Effect of Discounts on Halal Cosmetics Purchasing Decisions with Buying Interest as an Intervening Variable', *Ecodemica Journal*, 6.1 (2022), 1–11.

¹⁴ Ahmad Izzuddin, 'The Influence of Halal Labels, Halal Awareness and Food Ingredients on Interest in Buying Culinary Food', *Journal of Science and Technology Research*, 3.2 (2018), 100–114.

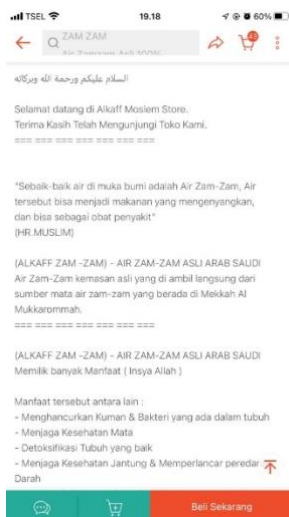


Figure 4



Figure 5



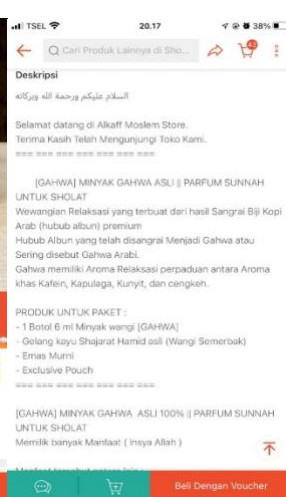
Figure 6



Figure 7



Figure 8



From picture number one to number four it can be seen that alkaff moslem store accounts benefit significantly from the products they post using hadith literature. Because posts that do not use hadith cause sales on alkaff moslem store accounts do not get profit, instead there are completely unsold, this can be seen from figures four to eight. This is evident from the products posted using hadith such as miswak successfully sold with a total of 1300 products, and zam-zam water products successfully sold with a total of 581 products, while products that do not use hadith such as prayer beads only sold 1 product and perfume did not get buyers at all. Hadith added to the product description posted by the alkaff moslem store account is more attractive to consumers.

The seller's motivation to include the prophet's hadith in the product description

The phenomenon of delivering the prophet's hadith by making social media a place to carry out Islamic da'wah has been widely encouraged by many people in various circles. Nowadays it is very easy to upload various hadiths of the Prophet with specific intentions and purposes, both overt and implied pretensions of hadith delivery¹⁵. So that as a society that lives with all-digital facilities, it will be easy to get information about the prophet's hadith in various places, especially social media and also various conditions. Not all social media users also convey the hadith of the prophet in detail and in depth, because of limited space for the delivery of the hadith of the prophet, sometimes the technical presentation only uploads the hadith part of the matnya without any accompanying hadith syarh so that it will be very possible to understand a hadith textually.

On the Al-Kaff Moslem Store account, the delivery of a hadith uploaded by the seller is by mentioning the matan hadith that corresponds to the product being sold followed by the narrator of the hadith. The motivation of the seller to include the hadith in the product description is not to make the prophet's hadith as a tool to sell his product but as a da'wah to convey the prophet's hadith to consumers. The presentation of the text of the hadith textually without reference to authoritative sources and deep thought will lead to incomplete understandings of the hadith. Considering the presentation of a hadith from authoritative and related sources will create a massive understanding of the hadith of the Prophet.¹⁶

From the results of interviews that have been conducted by researchers, the prophet's hadiths that have been published in various product sales descriptions are expected to be able to convey the sunnahs of the prophet contained in a hadith. As in the upload of zam-zam water products, in the description mentioned hadith about the benefits of consuming zam-zam water is that it can eliminate diseases and as a pleasant food. The upload of hadith in the description is also expected as charity jariyah to the seller because it has conveyed religious messages, namely the prophet's hadith to consumers through products that support worship and hope to wash away the sins of shop owners.¹⁷

¹⁵ Miski Miski and Putri Ghoida' Habibillah, 'Alteration of Hadith Function in TikTok Social Media', *Journal of Living Hadith*, 7.1 (2022), 97–120.

¹⁶ The results of an interview with the owner of the alkaff moslem store account, via chat/ on November 16, 2023.

¹⁷ Results of an interview with the owner of the alkaff moslem store account, via chat/ dated November 16, 2023

DISCUSSION

Contextualization of hadith in virtual space

The position of hadith in religious life is as a center that has its own authority in explaining the legal contents contained in the Qur'an, so that the existence of a hadith also follows the existence of a Qur'anic verse. This automatically shows that the emergence of hadith is not spontaneous without any context that follows it.¹⁸ This fact makes the appearance of a hadith worthy of attention to the elements that make a hadith born or exist on the words and deeds of the prophet. Intellectual understanding is one of the efforts to interpret and understand the word, behavior and approval of the prophet especially that underlies the birth of a hadith.

The popularity of hadith in the era of digitalization, especially in virtual space, has been used by many people as a reference to things related to everyday life. The delivery of hadith in virtual space with textual methods is a form of response to the attitude of people today who are more inclined to find information quickly and easily so that if a hadith text on relevant social media will be a reference in deciding or responding to something. So this attitude will give rise to textual understanding if a hadith text has been studied and understood further about the context behind it but still demands it with a modest understanding. Understanding a hadith text textually in a continuous way will lead to misdirection of understanding a meaning and the main message of a hadith.¹⁹

The delivery of the prophet's hadith contained in the description of product sellers on shopee e-commerce media is an illustration of an effort to contextualize textual understanding of a hadith. Presenting the prophet's hadith textually is then contextualized with the products sold so that the position of the hadith in a product description becomes one of the tools to promote the product and as a reinforcement of sunnah in consuming or using the product. In writing product descriptions in e-commerce media, shopee has limitations in writing words, which is only able to write a maximum of 499 words. With this limitation, it can lead to a superficial understanding of the presence of the prophet's hadith in the product description.

In the sale of *musk thaharah* products, it is explained in the description that the use of this perfume is intended for women to strengthen husband and wife relationships. This fragrance is specifically for women to keep their household harmonious. Then in the product

¹⁸ Mudin, Miski, 'Virtual Islam: Hadith Discourse, authority, and Islamic dynamics on social media' (Yogyakarta: Bildung Nusantara:2019), p.4

¹⁹ Mira Fitri Shari, Islamic Thought U I N Sunan Kalijaga, and Master of Religion Degree, 'Hadith Memes About Hijra on Instagram Social Media' (UIN SUNAN KALIJAGA YOGYAKARTA, 2022).

description is presented a hadith which says that "*Berthaharah (i.e. purity) is half of faith*" (HR. *Muslim*). The presence of this hadith is also one of the bases for labeling the name of the fragrance product being peddled. This hadith is contextualized using fragrance or *musk thaharah* as one to complement the purification activities carried out by a woman before having conjugal intercourse. This is evidenced by the description sentence "(Al-Kaff Thaharah) the secret female fragrance of husband and wife relationship is more harmonious" and in the sentence "Al-Kaff Thaharah pure fragrance without a mixture of alcohol and synthetic dyes so it is safe to use in the *sweet* area of women", then finally in the sentence "completion after the purification of a woman".²⁰

Superficial delivery of hadith in the products of the sunnah of the prophet

Social media which is equipped with various features to facilitate human movement can be recognized not only as entertainment media but also as a medium of information and also the delivery of knowledge both general and religious. Every facility owned by social media is different, some can convey in the form of images as well as videos with short duration and some are long. The delivery of information in short video features on social media tends to display information briefly and concisely, so that the message to be conveyed is forced to be displayed as briefly as possible but the information contained can be understood by the public easily and interestingly. So sometimes the delivery of a message is accompanied by an image to support information so that it is easy to capture the purpose and purpose of the information by the public.²¹

If you look at the studies of hadith directly conducted by scholars of hadith experts, understanding a hadith requires a deepening of intellectual and comprehensive understanding. Therefore, there are sciences that support in studying a hadith, namely the science of *musthalahul hadith*, because the hadiths of the prophet have a dense nature in conveying a meaning or message so that the delivery of a hadith without paying attention to presenting an explanation or *syarh* will bring up the meaning of a diverse and improvised message.²²

Presenting a hadith in accounts in the name of Islam on social media is something interesting to study scientifically. This is to show how effective the delivery of hadith as the teachings of the prophet is in virtual space. So that virtual space can be used for activities in conveying the message and teachings of the prophet contained in the hadith. This phenomenon

²⁰ The results of research on the alkaff moslem store account on shopee e-commerce social media, dated November 18, 2023.

²¹ Miski and Habibillah.

²² Siddik Firmansyah and Marisa Rizki, 'Hadith and Social Media as Da'wah Tools on Instagram: Study of Hadith Science', *Istinarah: religious, social and cultural research*, 5.2 (2023), 86–97.

is found on the Al-Kaff Moslem Store account which has the main purpose of presenting hadith to convey hadith messages to consumers. However, due to limitations in writing descriptions on product sales, the hadith presented does not have a complete explanation or *syarh* to understand a hadith. The description written focuses on the benefits and virtues of using the product, so that the existence of hadith in the description is less considered if you look at the urgency of understanding a hadith where this hadith is a word and also an action that comes directly from the prophet then will be judged to be the truth of the hadith.

In the delivery of the hadith of the prophet in the form of *matan* hadith without including *syarh* and *sanad*, a hadith will cause an explanation that is still ashes and less comprehensive and textual understanding of hadith. The hadith presented also cannot be judged for its *shahihan* because it does not have a clear *sanad* structure. Almost all hadiths displayed in product descriptions on the Al-Kaff Moslem Store account only display *matan* and narrators of hadith, and there is also one hadith that is a fragment of a complete hadith. This is certainly different from the delivery of hadith carried out by hadith expert scholars where each study of one hadith has a comprehensive and detailed explanation of each part both in terms of *sanad*, *matan*, *syarh* and also hadith narrators. So this phenomenon will lead to superficiality of the messages of the hadith and is likely to cause misunderstandings in interpreting a hadith because of the lack of delivery and understanding of the hadith as a whole.

CONCLUSION

In this study, it was explained that technological developments also affect the space for dissemination of religious materials. This can be seen from the many studies or research on how the spread of the Qur'an or Hadith on social media. The spread of hadith in this virtual space is also experienced by social media in the field of *e-commerce*, one of which is *shopee*. In this case, it happened in the Al-Kaff Moslem Store account which presents hadith in the middle of this online buying and selling media. Displaying hadith in the description of the product being marketed is the main purpose of the seller as a medium to convey the hadiths of the prophet.

Making *shopee e-commerce* social media as a medium for the dissemination of the prophet's hadith led to a change in the function itself of the media used. It is known that *shopee* is a social media engaged in buying and selling *online* has another function as a *da'wah* media to convey a hadith. The hadith presented is in the form of *matan* hadith and also narrators, this can be seen in the descriptions on some of the products sold. The limitation in this writing is

that the study carried out on *shopee e-commerce* is only one account so that in the future further research is needed by conducting hadith studies and comparing with other *shopee* accounts.

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