

## Analysis of Generation Z's Perspective at Pondok Putri Roudhotul Qur'an An-Noer in Learning Religion Through the Media "Instagram"

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### ABSTRACT

*In this study, it is explained that generation Z is a generation that was born during the rapid development of social media, causing generation Z to be different from the previous generation, starting from personality, psychology and distinctive characters that are different from previous generations who do not have a post-modern environment setting. Social media or social media is an online media that is easy to share knowledge and others. Instagram is often used as a medium of da'wah by preachers, because social media Instagram is a social media that is very loved by people today, especially from the youth group. In addition, Instagram social media users can also be done anytime and anywhere, besides that we can exchange opinions, knowledge because religious learning is very important to strengthen identity and act in doing something. But we must remain careful in accepting because now many spread religious learning that was not accepted by the original sources and the sources were clear. Here there are positive and negative sides, from the positive side, it can be said that it is cool because Instagram is part of today's technological sophistication which is much loved by young people, meaning that if preaching, broadcasting religious teachings, it is easier for young people to follow who may not be able to attend. at the recitation ceremony directly. The negative factor is that not everyone has an Instagram application, so if religious learning through Instagram media will be less comprehensive.*

**Keywords:** *Use of Instagram in Generation Z.*

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### INTRODUCTION

Generation Z is a generation that was born during the rapid development of social media, causing generation Z to be different from the previous generation, ranging from personality, psychological and distinctive characters that are different from previous generations who do not have a post modern environment setting. especially technology in the field of communication information that can make it easier for users to move, view news and search for various information and useful lessons. So, in its development, many social media applications appear, one of which is the social media application "instagram". Instagram is a mobile application available for IOS, Android, and Windows Phone that allows users to take, edit, and post photos and videos to the Instagram main page and other social networks. At this time, it can be seen that there are many changes from the content of Instagram posts which previously tended to upload a lot of photos (Rahmawati & Ainun, 2021). Now there is a lot of information in the form of Islamic information, in the form of propaganda videos, propaganda photos, Islamic motivations, to Islamic lessons that are taught helpful (Sulaikho, 2021).

Understanding the Use of Social Media, In the Big Indonesian Dictionary (Zazin & Zaim, 2019), usage has the meaning of a process, a way of doing something, or using it. Use is an activity in using or using something such as facilities or goods (Zahro & Hidayah, 2021). Social media itself is defined as an online medium, with its users being able to easily participate, share, and create content including blogs, social networks, wikis, forums and virtual worlds. Blogs, social networks and wikis are the most common forms of social media used by people around the world (Kaplan & Haenlein, 2010).

Strategies for delivering religious learning through social media are social media video sharing applications (Shofiyani & Nafingah, 2021). Various video applications are certainly very effective for disseminating various government programs. In addition, of course, the distribution of a video requires a verification stage according to applicable standards. Applications of various professional networks, The users of applications of various professional networks generally consist of academics, students, researchers. Therefore, it is also effective for disseminating and disseminating legislation or other regulations. Photo sharing, application Popular photo sharing network application for Indonesian people. According to its character, this application spreads more relaxed social communication materials. For this reason, the dissemination of government programs is also effectively carried out through this application. Of course, the material distributed must also match the character of this application. The method used in this study is a qualitative method with data collection techniques using questionnaires, interviews and documentation (Rusdiyanto & Gonibala, 2019).

## **METHOD**

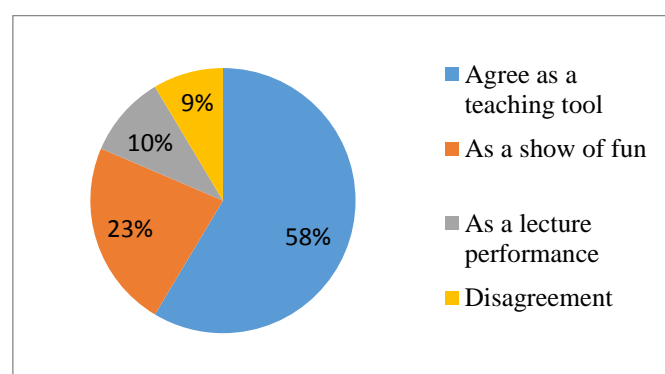
In this study, the authors used a qualitative research approach (Anggito, 2018). The Qualitative research method is a method that emphasizes more aspects of in-depth understanding of a problem. According to this definition, qualitative research is a particular tradition in the social sciences that is fundamentally dependent on observations of humans both in its area and in its terminology. Qualitative research is widely used in research in the social field. Qualitative research is research whose research results are not allowed through statistical procedures or other quantification methods. Techniques used for data collection using questionnaires, interviews and documentation.

## **RESULT AND DISCUSSION**

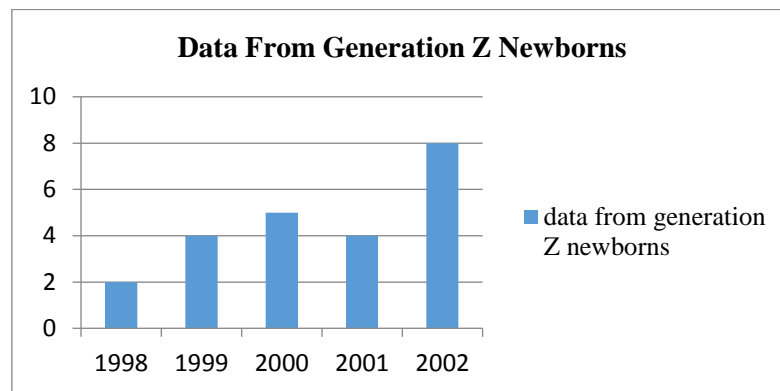
The results of the research researched at the Roudhotul Qur'an AN-NOER Islamic Boarding School about religious learning through social media "Instagram" because social media Instagram is very popular with people today, especially among the youth groups, because it can facilitate learning activities, discussing with friends, exchange opinions, can take knowledge from the posts of Islamic boarding schools as long as they understand the original source. Learning through social media facilitates learning activities with easily accessible learning sites, and children are now dominantly looking for lessons with social media. But it would be nice if the learning was delivered online and offline or side by side, because we see the importance of religious learning and it was not enough to convey it only through online channels. Therefore, there are positive and negative factors. The positive factor can be said to be cool, because Instagram is part of today's technological sophistication. The disadvantage is that not everyone has the Instagram app, so religious learning via Instagram will be less comprehensive, in the sense that only some people understand religious learning.

### **Result**

Results of research questionnaires



**Figure 1.** Learn Religion Through Social Media Instagram



**Figure 2.** Data From Generation Z Newborns

Conclusion from the students of the Roudhotul Qur'an AN-NOER Islamic Boarding School from the year of birth 1999-2000. From the results of the research that I researched, "religious learning through Instagram social media is very effective in this global era. Because it can facilitate learning activities, it can be used to discuss with friends. As well as facilitating learning activities with easily accessible learning sites, children are now dominant in looking for lessons with social media, which used to be just boring, but now the presentation is more interesting. On the other hand, not everyone uses the social media platform Instagram; the majority of Instagram users are young people, so young children, like their parents, are unlikely to use social media. is also a negative impact, which can reduce learning time because sometimes it is fun and focuses on other posts, so there must be supervision for minors".

But there are also those who say that religious learning through Instagram social media is less effective because learning is only sufficient on book or audio references. The possibility of being wrong is great. It's different when you come to study directly. It doesn't mean doing a study through social media is wrong, it's just that the process should not stop. Don't just rely on Instagram. Instant learning through social media has several disadvantages; learning with only one reference, encouraging someone to blame different opinions. He never went to the USTADZ, so his criticism is severe because he is accustomed to receiving only one reference. Even though we have to multiply references so that we can address the problem more wisely, apart from being affected by understanding, visiting the scientific council directly has a blessing value. "

### **Discussion**

Religious learning through Instagram social media is very effective in this global era (Putra, 2018). Because it can facilitate learning activities, it can be used to discuss with friends, watch live broadcasts of religious learning. We can have a pleasant communication experience in which Instagram users make new friends through their learning communication activities, exchange da'wah information with one another, and gain understanding from the changes that have occurred as a result of studying religious knowledge, but we do not fully take religious learning through Instagram media because we must understand and clearly understand thReligious learning through Instagram social media has positive and negative factors. The positive factor can be said to be cool because Instagram is part of today's technological sophistication which is much loved by young people, meaning that if preaching broadcasts religious teachings it is easier for young people to follow, who may not be able to attend the recitation ceremony directly. The negative factor is that not everyone has an Instagram application, so if religious learning through Instagram media will be less comprehensive, in the sense that only some people understand religious learning.

### **CONCLUSION**

The conclusion of the researcher regarding this discussion is that Generation Z is a generation that was born during the rapid development of social media, causing Generation Z to be different from the previous generation, starting from their personality, psychology and distinctive character, which are different from previous generations who do not have a post-modern environment setting. Social media Instagram is currently popular among the public. This can be used for da'wah media, as well as facilitating learning activities with easily accessible learning sites. This is, of course, also used by Generation Z, religious learning through social media. Instagram is very effective in this global era. In addition to facilitating learning, it is also possible to exchange da'wah information. However, we have to

be careful in accepting it because now many are spreading religious teachings that are not accepted by the original source

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