

Social Media Management In Islamic Content Production Study On Instagram @Sobat Islami

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Abstrak

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This study aims to analyze the social media management strategy of the Instagram account @Sobat Islami in producing Islamic content, with a focus on the effectiveness of delivering religious messages in the digital era. Social media, especially platforms such as Instagram, has become a potential tool in disseminating Islamic values to a wider audience. This study explores various aspects of management, including content planning, scheduling, managing interactions with followers, and utilizing creative features such as videos and images. The research approach that will be used in this study is a qualitative approach. This approach was chosen because this study aims to understand social phenomena in depth, especially related to social media management in the production of Islamic content. The results show that an effective social media management strategy plays an important role in increasing the appeal and spread of Islamic content. With a structured approach, social media accounts are able to convey messages that are relevant, inspiring, and in accordance with Islamic values, while strengthening relationships with digital communities.

Introduction

Social media management or social media management has a very important role in an era that is very dependent on the use of information technology like today. Media technology that is developing so rapidly makes the content creation process a very important thing to pay attention to because it involves management skills and the use of information technology itself. This increasingly sophisticated development requires humans to be able to use this technology in various aspects of their lives. (Fitriyanti, 2023:94)

As many as 64.8% of the total population of Indonesia are active internet users and this has increased from the previous year, which was 54.68%. Likewise, the use and development of social media continues to grow to this day. In line

with easy internet access for many people, the internet of things, and other factors. Social media has now become part of a lifestyle. People use social media as a means to share everything about their daily lives, or important moments in their lives so they can share with the public. Not only that, social media can also function as a medium for sharing news and knowledge so that it can add information to its users. The total number of users reaches 150 million users, this means that the majority of internet use is for socializing through social media. The number of social media users reaches 56% of the total population of Indonesia, with mobile-based users reaching 130 million. (Mahmudah, 2020:2)

In today's digital era, social media has become one of the main platforms for sharing information and content widely. Throughout the world, including in Indonesia, the use of social media continues to increase rapidly. Data shows that social media users in Indonesia will reach more than 160 million people in 2023, with the majority of active users on platforms such as Facebook, Instagram, YouTube, and Twitter. (Supratman, 2018:48)

In this context, the production and distribution of Islamic content through social media becomes increasingly relevant and important. Social media provides opportunities for the Muslim community to strengthen da'wah, spread religious knowledge, and build wider networks. However, behind this great potential, there are various challenges that need to be overcome, especially in terms of social media management to ensure that the Islamic content delivered remains of high quality, on target, and effective. (Burhanudin, A. M., Nurhidayah, Y., & Chaerunisa, U. 2019:237)

First, the main challenge faced is how to manage Islamic content that is in accordance with religious values, while still attracting the attention of diverse audiences. In the face of rapid information flow and tight competition, an effective social media management strategy is needed to maintain consistency, relevance, and originality of content. Second, there is a need to understand the preferences and behavior of social media users in consuming Islamic content. Research on user data analysis, including demographics, interests, and interaction patterns, is essential to designing more personalized and impactful content. In addition, it is also important to utilize technology and analytical tools to measure content performance and adjust strategies based on the results obtained. Third, ethics in content production and distribution are also a major concern. In conveying Islamic messages, content producers must ensure that the content they create is not only informative and inspiring, but also avoids the spread of inaccurate or non-religious information.

Platforms like Instagram have experienced rapid growth and play an important role in people's daily lives, including in Indonesia. Data shows that by 2024, the number of Instagram users in Indonesia will reach more than 100 million people, making it one of the most popular social media platforms in the country. Instagram offers a variety of features that allow users to share visual content, such as photos and videos, that can be accessed and enjoyed by millions of people. The ability to use hashtags, create stories, and live stream provides a great opportunity for content creators to spread their messages widely and effectively.

In the context of spreading Islamic messages, Instagram has significant potential to be used as a digital da'wah tool. With the increasing use of social

media among Muslim communities, it is important to understand how Instagram can be optimally utilized to convey Islamic values, religious education, and inspiration and motivation to a wider audience. (Sofyan, H. N., Muzniyyah, H., & Mubarak, I., 2024:81) However, behind this great potential, there are several challenges that need to be overcome. First, Islamic content producers must be able to produce interesting and relevant content, while maintaining the truth and authenticity of the message conveyed. Second, an effective social media management strategy is needed to ensure that the content created can reach the right audience and get high interaction.

This study aims to explore and develop effective social media management strategies in Islamic content production. Thus, it is expected that this study can provide real contributions in strengthening digital da'wah and expanding the reach of Islamic messages in the era of social media.

Research methods

The research approach that will be used in this study is a qualitative approach. This approach was chosen because this study aims to understand social phenomena in depth, especially related to social media management in the production of Islamic content. Research Design The research design used is a case study. This study will examine in depth several cases of the use of social media for the production of Islamic content in Indonesia. Case studies allow researchers to gain a comprehensive understanding of the social media management practices applied. (Abdussamad, 2021:25)

In qualitative research methodology, there are several data collection methods/sources that are commonly used. James Mc. Millan and Sally Schumacer in *Research in Education; A Conceptual Introduction*, mention at least four data collection strategies with multi-methods in qualitative research: participant observation, in-depth interviews, document and artifact studies, and complementary techniques. In this article, what will be discussed is the data collection strategy with the document method. (Nilamsari, 2014:177)

Primary data sources were obtained through in-depth interviews with Islamic content producers who are active on social media, social media managers, and experts in the field of digital da'wah. While secondary data in this study were obtained from relevant literature, including scientific journals, books, articles, reports, and online sources related to social media management and digital da'wah. The data collection techniques used were primary and secondary data, where primary data is data collected by the author directly from various sources, the first being either individuals or individuals such as interview results or questionnaires. (Umar, 42: 2013)

The collection technique was carried out by conducting semi-structured in-depth interviews using a previously prepared interview guide. This interview aims to explore information about social media management strategies, content production processes, challenges faced, and performance evaluations. (Fadhallah, 2021:1) In addition, researchers also conducted Participatory Observation of Islamic content production and management activities on social media. This observation will help researchers understand the process directly and see the dynamics that occur. (Khasanah, 2020:25) Furthermore, researchers conducted documentation, namely collecting related documents, such as performance

reports, social media management guides, and examples of Islamic content produced. According to Bungin (2008:121), "the documentary method is one of the data collection methods used in social research methodology to trace historical data". This documentation will be used to complement the data obtained from interviews and observations.

This study uses the constructionist paradigm, this paradigm views the reality of social life as not a natural reality, but is formed from the results of construction. Therefore, the concentration of analysis in the constructionist paradigm is to find out how the event or reality is constructed, in what way the construction is formed. In communication studies, this constructionist paradigm is often referred to as the paradigm of production and exchange of meaning. (Sopiyan, W., 2024:163)

Discussion

Social Media Management

According to R. Kritner (1998) management is the process of planning, organizing, leading, supervising, controlling each member of the organization and using resources to achieve previously set organizational goals. (Arif, K. M., Luthfi, A., & Suja'i, A. 2022:39)

Media management is a science that studies how media management with principles and all management processes are carried out, both for media as a commercial and social industry, media as a commercial institution and social institution. Media is studied in full its characteristics, position, and role in the environment and its role in the socio-political economic system where the media is located. (Rahmitasari, 2017:5)

Referring to the above definitions, researchers define social media management as the process of managing content, interactions, and reputation on social media platforms such as Facebook, Instagram, Twitter, YouTube, and others. It includes various activities such as planning, creating, distributing, and evaluating content, as well as monitoring interactions and feedback from the audience. Social media management aims to build and maintain a strong online presence, increase audience engagement, and achieve specific communication or marketing goals.

The Importance of Social Media Management

In the researcher's observation, the urgency of Social Media management is: First, Increasing Visibility and Reach Effective social media management can help increase the visibility and reach of content or messages that you want to convey. With the right strategy, content can reach a wider and more diverse audience, and attract more people's attention. Second, Building Brand and Reputation Social media is a powerful tool for building and strengthening a brand or reputation. Through consistent and authentic content, organizations or individuals can build a positive image and increase trust from the audience. Third, Increasing Engagement and Interaction Social media management allows direct interaction with the audience through comments, likes, and messages. This helps build closer and more personal relationships with the audience, as well as increase their engagement with the content presented.

Fourth, Supporting Communication and Marketing Objectives Social media can be used to support various communication and marketing objectives, such as increasing sales, disseminating information, or awareness campaigns. With good management, social media can be an effective tool to achieve these objectives. Fifth, Performance Monitoring and Analysis Social media management involves monitoring and analyzing content performance through analytical tools. The data obtained can be used to evaluate the effectiveness of the implemented strategy, understand audience preferences, and make necessary adjustments to improve future results. Sixth, Responsive to Crisis and Feedback In a crisis situation or when receiving negative feedback, social media management allows for a quick and appropriate response. This is important to maintain reputation and show that the organization or individual cares about input from the audience.

With these benefits, social media management is very important in today's digital era. Good management can help achieve desired communication goals and build stronger relationships with audiences.

The Main Components Of Social Media Management: Planning, Production, Distribution, And Evaluation Of Content.

Based on interviews with the admin of the Instagram account @Sobat Islami, researchers found the fact that by managing the main components in an Instagram account effectively, creators can build and maintain a strong social media presence, attract relevant audiences, and achieve the desired communication or marketing goals. Islamic content creators on Instagram go through several steps in producing effective and interesting content. The @Sobat Islami account takes general steps that are usually taken by Islamic content creators such as:

1. Determining Goals and Audience

Creators determine the main purpose of the content to be produced, whether it is for education, preaching, motivation, or inspiration. In addition, Creators also identify who their target audience is, including their demographics, interests, and needs.

2. Content Planning

The creator of the Instagram account @Sobat Islami conducts research to obtain accurate and relevant information. This can include studying the verses of the Quran, hadith, or other Islamic literature. The creator then compiles a content calendar to organize the posting schedule, including important times in Islam such as Ramadan, Eid al-Fitr, and Eid al-Adha. In addition, the creator of the Instagram account @Sobat Islami creates a Creative Concept, namely planning a creative concept for each content, such as theme, format, and presentation style.

3. Content Production

In the content production activities, the creator of the Instagram account @Sobat Islami takes pictures and videos: The creator takes pictures or records videos that are in accordance with the theme of Islamic content. This can include quotes from verses of the Quran, short lectures, or visual illustrations. Furthermore, the creator of the Instagram account @Sobat Islami uses graphic design tools such as Canva or Adobe Photoshop to create attractive and informative visuals. Next, do Video Editing: The creator uses

video editing applications such as Adobe Premiere Pro or iMovie to edit videos to make them look professional and attractive. Next, create Narration and Text: The creator adds relevant narration or text to explain the message to be conveyed. Text can also be added as a caption that accompanies the post.

4. Content Distribution

The creator of the Instagram account @Sobat Islami carries out activities Posting on Instagram: The creator posts content on Instagram by paying attention to the right time to get maximum reach. In posting, the creator also pays attention to Hashtag Usage: The creator uses relevant hashtags such as #Islam, #Dakwah, #Ramadhan, or others to increase content visibility. Stories and Reels features: The creator utilizes the Stories and Reels features to share content in different and interesting formats.

5. Interaction with Audience

First, Comment Replies: Creators interact with their audiences through comment replies, answering questions, and responding to feedback. Second, Direct Messages: Creators also communicate with their audiences through direct messages to build closer and more personal relationships.

6. Performance Evaluation and Analysis

First, Performance Monitoring: Creators use Instagram analytics tools to monitor the performance of each post, including the number of views, likes, comments, and shares. Second, Audience Feedback: Creators evaluate audience feedback to understand their response to the content presented. Third, Strategy Adjustment: Based on the analysis results, creators make adjustments to their content strategy to improve effectiveness in the future.

By following these steps, Islamic @Sobat account content creators can produce engaging, informative, and inspiring content, and effectively convey Islamic messages to their audience on Instagram. Islamic content on social media, especially on Instagram, refers to various types of posts that aim to spread Islamic values, provide religious inspiration, and strengthen faith. This content can include text, images, infographics, videos, and even reels presented in a creative and engaging format.

Here are some types of Islamic content on Instagram: Islamic quotes Quotes from the Quran, hadith, or wise words from scholars to motivate and remind followers. Short studies and preaching videos or carousel posts that discuss specific topics in Islam, such as morals, fiqh, or interpretations of verses. Islamic Infographics visual designs that explain religious concepts such as prayer times, daily manners, or sunnah that can be practiced. Daily prayers and dhikr posts that remind people about certain prayers that can be read for various purposes, such as protection, blessings, or peace of mind. Islamic educational content for example, explanations about the history of Islam, the lives of the prophets, or Islamic laws. murottal & sholawat videos or audio of reading verses from the Quran with a melodious voice or chanting of sholawat that can increase peace of mind. Islamic inspirational stories of the lives of the prophet's companions or people who received guidance in Islam.

Instagram is an effective platform for spreading Islamic content because it can reach many people in a visual and engaging way. Content creators often use

attractive designs, distinctive colors, and engaging captions to grab the attention of the audience.

Islamic content on Instagram has many benefits, both for its creators and for its followers. Here are some of the main benefits of Islamic content on the Instagram platform: Increasing Understanding of Islam, Islamic content helps spread knowledge about Islamic teachings in an easy and interesting way. Through quotes from the Quran, hadiths, and short studies, users can learn more about Islam without having to read thick books. Inspiring and Motivating, Many people find peace and motivation from Islamic content, especially those that contain inspirational messages about life, patience, and faith. Posts like this can help someone who is facing problems or feels lost. Strengthening Faith and Spirituality, through content that discusses prayers, daily dhikr, and sunnah practices, users can more easily remember Allah in their daily lives. This can help improve the quality of worship and closeness to religion. Spreading Da'wah Widely, Instagram allows Islamic da'wah to reach more people, both Muslims and non-Muslims. In this way, Islamic teachings can be better known globally with an interesting and relevant approach.

In addition, Islamic content also facilitates Islamic interaction and discussion. Many Islamic Instagram accounts actively interact with their followers, answer questions about Islam, and open discussions on various religious topics. This creates a positive community that learns from each other and shares knowledge. Educating in a Creative Way, Islamic content comes in the form of infographics, reels, animations, and attractive designs that make it easy to understand. Visual forms like this are accepted more quickly by the audience than long texts. Becoming a Field of Rewards, For Islamic content creators, this can be a charity that continues to flow as long as the content is useful for others. Everyone who learns or is inspired by the content can have a good impact on themselves and those around them.

Conclusion

Social media management plays a crucial role in the effective production and distribution of Islamic content. The Instagram account @Sobat Islami utilizes social media management strategies to strengthen the visibility, relevance, and impact of its content. This includes a deep understanding of the target audience, choosing the right platform, managing interactions with the audience, and producing content that is consistent and in accordance with Islamic values. With a planned management approach, Islamic content is able to present a positive message and provide benefits to the wider community.

The production of Islamic content on the Instagram account @Sobat Islami has many benefits, both for individuals and society at large, including: Increasing Religious Knowledge Islamic content can present educational information, such as interpretations of the Quran, hadith, Islamic history, or ethical values that are relevant to everyday life. This helps improve people's understanding of Islamic teachings. Spreading Positive Values, Instagram as a broad platform allows Islamic content to spread inspiring messages, such as tolerance, compassion, and brotherhood. This can strengthen harmonious social relationships.

Using social media to create or engage with Islamic content promotes meaningful online activity, encourages social awareness, and supports modern

da'wah efforts. Platforms like Instagram offer creative tools to spread positive messages, especially to younger audiences. However, users should remain mindful of algorithm-driven echo chambers that can limit perspective and reinforce existing beliefs.

Social media, particularly platforms like Instagram, significantly influences lifestyle choices, consumption habits, and social interaction patterns. By promoting trends through influencers and visual content, it shapes public behavior and aspirations. While it facilitates long-distance communication, it may also reduce the frequency and quality of face-to-face interactions. Social media is a powerful tool for raising awareness and promoting activism, making it easier to engage with social and humanitarian causes. However, its overuse can lead to negative effects such as FOMO, social pressure, and mental health issues. Using social media mindfully is key to gaining its benefits while avoiding its harms.

On the positive side, social media like Instagram provides an opportunity for individuals to show their creativity, grow their business, and share their knowledge with more people. Many small businesses, content creators, and professionals use social media to grow and reach a wider audience. Overall, social media has a huge impact on people's behavior—both positive and negative. Wise and conscious use can help someone benefit from social media without getting caught up in its negative impacts.

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