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## **Visually Spreading the Message: Da'wah Through Illustration in Peduli Jilbab Community**

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### **Abstrack**

This study explores the role of Muslim women in spreading Da'wah through visual illustrations within the Peduli Jilbab Community on social media. The research addresses the need to understand how religious values and visual arts intersect to promote Islamic teachings. Employing a qualitative approach guided by Rohidi (2011), the study aims to systematically describe and analyze the involvement of Muslim women in religious outreach via digital illustrations. Data were collected through participant observation, interviews, documentation, case studies, and Focus Group Discussions (FGDs). The interdisciplinary methodology integrates virtual ethnography, aesthetics, and Islamic values, examining digital illustrations when online interactions became crucial. The study involved 129 members selected through social media outreach and community gatherings. Results indicate that visual illustrations effectively convey religious messages, enhance personal faith, and engage a broader audience. The findings highlight the potential of combining art and Da'wah, offering insights into innovative methods of religious outreach in the digital age. These implications underscore the importance of supporting creative expressions of faith and fostering inclusive, virtual communities for religious education.

**Keywords:** Da'wah, digital illustrations, Islamic values

## INTRODUCTION

The advancement of technology in the modern era has made human activities more practical and faster, particularly with the emergence of AI technology in education, which has brought numerous innovations to learning. Enhanced teaching media allows individuals to learn anytime and anywhere, as education is not confined to formal settings but also occurs through social interactions, including digital media. Social media platforms have become integral in modern communication, with activities such as posting photos, uploading videos, crafting engaging captions, and interacting through likes and comments being commonplace. According to the Indonesian Internet Service Providers Association (APJII), the majority of internet users in Indonesia are Millennials (born 1981-1996) and Gen Z (born 1997-2012), with these generations constituting significant segments of the online population.

Instagram has emerged as a popular social media platform in Indonesia, particularly among Gen Z, attracting 51.90% of Indonesian users due to its accessibility and ease of use. As a result, many preachers are utilizing Instagram for Islamic outreach (dakwah), capitalizing on its vast user base to disseminate Islamic teachings. The rapid growth of dakwah activities on Instagram is evident, with numerous activists using the platform to share knowledge and information about Islam. Instagram's versatility allows for the effective delivery of messages through various formats, including videos, animations, and images, making it an ideal tool for spreading the teachings of the Prophet Muhammad SAW.

While social media has created opportunities for artistic expression, it has also influenced lifestyles, particularly among Indonesian youth, who are increasingly adopting Western styles that may not align with Islamic values. Therefore, it is crucial for Muslims to guide one another in maintaining Islamic identity amidst these changes. Dakwah

plays a fundamental role in this endeavor, aiming to foster a society that is aware of and practices Islamic teachings to promote harmony and happiness. The responsibility of dakwah lies in continuously educating individuals about good morals and behavior and encouraging them to adhere to Islamic principles in their daily lives.

The rise of digital illustrations in dakwah has become a significant method of communicating Islamic messages, with communities like "Peduli Jilbab" focusing on creating digital art inspired by Islamic educational values. This initiative addresses the need for engaging content that resonates with the digital-savvy youth of today. By leveraging visual media, these illustrations can effectively spread positive Islamic messages and teachings to a broader audience. This approach not only preserves the rich heritage of Islamic art but also modernizes the dissemination of Islamic values to meet contemporary societal needs.

Prominent female figures in Indonesian dakwah, such as Nyai Ahmad Dahlan and Ustadzah Mumpuni Handayayekti, illustrate the vital role of Muslim women in education and community outreach. These leaders empower women through religious education and social initiatives, underscoring the importance of active female participation in building a better future for the Muslim community. The "Peduli Jilbab" community encourages Muslim women to pursue knowledge and actively participate in educating the younger generation about Islam, reinforcing their pivotal role in shaping future scholars and leaders.

Research focusing on the impact of digital illustrations in the "Peduli Jilbab" community is essential for understanding how these artistic expressions convey Islamic values and education. As digital media continues to evolve, it presents new opportunities for sharing Islamic teachings through engaging art. However, there is a need for comprehensive studies on how these digital illustrations affect the understanding and attitudes of Muslim audiences. This research aims to explore the

educational values embedded in digital art and the role of "Peduli Jilbab" in fostering a generation of informed and committed Muslims, particularly through visual education that aligns with Islamic principles.

Previous studies have highlighted the role of digital media in religious education and the effectiveness of social media platforms in disseminating religious messages. Mubasyaroh (2017) and Nasution (2019) examined the strategic use of digital platforms for persuasive Da'wah, emphasizing the need for understanding the psychology of the audience to enhance the effectiveness of religious communication (IJSoC). Nugraha et al. (2020) discussed the motivations behind the digital Da'wah movements among urban Muslim millennials, indicating a growing trend of using digital tools for religious outreach (IJSoC).

However, there is a significant gap in the literature regarding the specific impact of digital illustrations on Da'wah, particularly within dedicated communities like "Peduli Jilbab." While digital illustrations offer a unique blend of art and education, their influence on the audience's perception and understanding of Islamic values remains underexplored. This research is urgent as it seeks to fill this gap by providing insights into how digital illustrations can be effectively used in Da'wah, particularly among the digitally-engaged youth. Understanding this dynamic can help develop more impactful and engaging religious educational content that resonates with contemporary audiences and preserves Islamic teachings.

## METHODS

This research employs a qualitative method, guided by Rohidi (2011), to investigate the role of Muslim women in the visual illustration community within social media. It aims to systematically and accurately describe and understand the characteristics and facts related to their involvement in visual illustration for religious outreach. The study is descriptive and qualitative, focusing on

depicting, explaining, and elucidating findings rather than testing hypotheses or predicting outcomes. The use of qualitative methods allows for detailed data collection and thematic analysis to reveal underlying meanings, as highlighted by Creswell (2017).

Focusing on the Peduli Jilbab community, the research investigates the integration of religious values, illustration work, and the participation of Muslim women. It employs an interdisciplinary approach, combining virtual ethnography, aesthetics, and Islamic values to analyze digital illustrations. The case study design provides an in-depth exploration of specific events or processes within the community. Virtual ethnography, as defined by Cristine Hine (2000), is particularly relevant for examining online interactions, especially during the pandemic when activities shifted to digital platforms. Data collection methods include participant observation, interviews, documentation, case studies, and Focus Group Discussions (FGDs), providing comprehensive insights into the community's dynamics.

The study involved 129 members selected through social media outreach, community gatherings, and recommendations. Data collection was achieved through surveys, interviews, and online workshops. Surveys captured quantitative data on participants' backgrounds and artistic practices, while in-depth interviews provided qualitative insights into their motivations and challenges. Online workshops allowed participants to showcase their work, receive feedback, and discuss the integration of Da'wah into their art. Virtual engagement was facilitated through platforms like WhatsApp, Instagram, Facebook and Google Meet, creating a dynamic and interactive environment for communication and collaboration.

## RESULTS AND DISCUSSION

### 1. All About Peduli Jilbab Community



**Figure 1.** Logo

The Peduli Jilbab Community is a Muslim women's movement that focuses on the action of covering the aurat, formed on May 19, 2012, by Amaliah Dian Ramadhini and Angela Rozera Wardhani. Based on concern for Islamic values and following the guidelines of the Qur'an and As-Sunnah, this community initially distributed free headscarves and intensified campaigns through social media. Now, Peduli Jilbab has 35 regions throughout Indonesia, carrying out various activities such as the Movement to Cover the Aurat and International Hijab Solidarity Day, as well as promoting the use of sharia hijab in order to create a civil society.

The community's vision is to ground and cultivate the use of sharia hijab, supported by the mission of spreading this understanding through optimization of resources. Through cooperation with various parties, Peduli Jilbab has formed a solidarity team to convey their message directly to the community. The organizational structure includes a central administrator, regional administrators, and the SPJ (Solidaritas Peduli Jilbab) Team, consisting of 129 members. Divisions within the SPJ Team such as Jilbab Share, Jilbab Care, and Public Relations manage various aspects of community activities, from education and donations to public relations, with social media platforms such as Instagram playing a vital role in their da'wah.

### 2. Aesthetic Value of Digital Illustration Works of Peduli Jilbab Community

#### a. International Children's Day artwork



**Figure 2.** International Children's Day artwork

The illustration conveys a profound message about the importance of every Palestinian child and the value of every life. This is highlighted through the phrase "Every Palestinian kid counts and every life matters," surrounded by red poppies, symbolizing remembrance and respect. The depiction of two injured but smiling children represents resilience and hope amidst suffering, reflecting solidarity and support for Palestinian children affected by conflict. The illustration uses bright, contrasting colors like red, green, and blue to attract attention and convey optimism despite the tragic context. Fine lines and organic shapes create a gentle and pleasing effect, while visual balance is achieved with the symmetrical placement of the children at the bottom and the text at the center. The repetition of poppies adds visual unity, and emphasis is placed on the message with large, varied fonts. The overall unity of these elements results in a harmonious and powerful artwork that effectively communicates its emotional and social message.

## b. Recipes artwork



**Figure 3.** Recipes artwork

The illustration intrinsically encourages viewers to live a happy and meaningful life through spiritual and moral "recipes." The main message, "Resep Hidup Maknyus," encompasses elements like sincerity, gratitude, patience, and piety towards Allah. It depicts a woman cooking, with these virtues as the ingredients to be carefully mixed into life. Additionally, it emphasizes sharing and togetherness. The artwork uses bright, warm colors to create a positive atmosphere, with cartoon-like shapes, fine lines, and cheerful expressions reinforcing a sense of happiness and simplicity. The placement of the woman cooking on the right, the list of recipes on the left, and two interacting children at the bottom achieves visual balance. Varied fonts highlight key messages, while unity in color and style makes the illustration harmonious and easy to understand. Rhythm and movement are conveyed through the interaction among the characters.

## c. Nobody's Perfect artwork



**Figure 4.** Nobody's Perfect artwork

The illustration conveys a message of self-acceptance and gratitude for Allah's blessings despite individual imperfections. This is encapsulated in the text: "Nobody's perfect; everyone has their flaws, but despite these, Allah's blessings are abundant. #loveyourself." The message encourages people to embrace themselves as they are and focus on the positive aspects and blessings given by God rather than their shortcomings. Visually, the image features four women wearing hijabs in calming pastel colors like blue, purple, and beige, supporting the message of self-acceptance respectfully and gracefully. Decorative elements like flowers at the top add aesthetic appeal and softness, while the geometrically patterned background conveys order and harmony. Design principles such as balance, harmony, and contrast are effectively used to create an engaging and easily understood image, emphasizing the positive message of self-love and gratitude.

#### d. Muslimah Artwork



**Figure 5.** Muslimah artwork

This illustration provides guidance on how to be a financially savvy Muslimah, outlining five key points: allocating funds for zakat, infaq, and sadaqah; minimizing debt; setting financial goals in accordance with Islamic teachings; using Sharia-compliant financial products; and adopting a simple lifestyle while preparing an emergency fund. Each point offers practical and religious advice for managing finances wisely according to Islamic principles, aiming for both financial and spiritual well-being. Externally, the image features an appealing design with supportive visual elements. The depiction of a hijab-wearing woman in bright colors like yellow and light brown conveys a warm and friendly vibe, while the textured background and floral decorations enhance the visual aesthetics. The text is presented clearly in bullet points with checkmarks emphasizing each step, and the design principles employed include a balance between text and imagery, harmonious color usage, and simplicity in conveying information, making the illustration both informative and easy to understand.

#### 3. Islamic Values

Islamic values are basically a series of life principles and teachings that guide how humans should live their lives in this world. These principles are interrelated and form a complete and inseparable unity. Values are also ideas or concepts that are considered important in a person's life. Through these values, a person can judge objects, people, ideas, and ways of behaving as good or bad (Hasballah, 2008).



**Figure 6.** A work of encouragement to obey

This illustration conveys the message "increase your obedience, reduce your make-up" with the phrase "because your beautiful face is not a drawing canvas, sister". It urges Muslim women to focus more on devotion to Allah than on enhancing their appearance with make-up, reflecting the principle of Tauhid. True beauty is shown to come from piety and simplicity, as emphasized in the Qur'an and Hadith, such as Surah An-Nur (24:31) and the Hadith against excessive adornment (tabarruj). Islamic jurisprudence advises modesty in public, with excessive make-up potentially falling under tabarruj, which can be makruh or haram if intended to attract the opposite sex. Prioritizing obedience and maintaining simplicity aligns with the sunnah and the principles of modesty in Islam. Overall, the illustration encourages women to value inner beauty and good character over outward appearance.





**Figure 7.** Wonders of Lailatul Qadr

The illustration depicting the "7 Wonders of Lailatul Qadr" emphasizes the significance and benefits of this important night in Islam, which underscores the oneness of Allah and His power to grant mercy and forgiveness. Lailatul Qadr is when the Quran was revealed, establishing a direct connection to Tawhid, as the Quran is Allah's word and the primary guidance for Muslims. The image references Surah Al-Qadr, highlighting the night as better than a thousand months and mentioning the descent of angels and Ar-Ruh (Angel Gabriel) during this time, based on authentic hadiths. It encourages Muslims to engage in worship, such as prayer, dhikr, and Quran recitation, as reviving this night is a highly recommended sunnah (sunnah muakkadah). The illustration asserts that those who revive this night will have their sins forgiven, illustrating the importance of striving to attain this blessed night. While it is not mandatory to specifically revive Lailatul Qadr, engaging in worship during it is strongly encouraged, reflecting a high moral character and a deepening relationship with Allah. Ultimately, the illustration aims to raise awareness of the virtues of Lailatul Qadr and motivate Muslims to enhance their worship and good deeds on this special night.



**Figure 8.** Artwork about fasting

The illustration features the quote "Fasting is a shield with which a servant protects himself from Hell," highlighting the value of fasting in Islam. In the context of tauhid, fasting is a form of worship and obedience to Allah, recognizing His sovereignty. Fiqh outlines clear rules for fasting, with Ramadan being obligatory and other fasts like Mondays and Thursdays being sunnah. Fasting acts as a shield from Hell, as supported by Quranic verse Al-Baqarah 2:183 and Hadith. It also fosters moral development by teaching self-restraint and improving character. Legally, Ramadan fasting is obligatory, while other fasts vary in ruling based on conditions and intentions, emphasizing fasting's deep spiritual significance.



**Figure 9.** Artwork about Jilbab

The image features the quote, "Jilbab is not a barrier between you and the people," conveying a message about the use of the jilbab in Islam, emphasizing that it does not hinder social interactions. In the context of Tawhid, wearing the jilbab represents a Muslim woman's obedience to Allah SWT, as it is a divine commandment aimed at preserving her dignity and purity. From a fiqh perspective, the

jilbab is obligatory (fardhu 'ain) for every mature Muslim woman, as indicated in several Quranic verses, including Surah An-Nur (24:31) and Surah Al-Ahzab (33:59), which instruct believing women to cover their awrah. The jilbab must meet Islamic criteria, such as being loose, non-transparent, and covering the entire body except for the face and hands. Moreover, the jilbab symbolizes moral conduct and has historically been part of Muslim women's identity since the time of Prophet Muhammad SAW, teaching values like modesty and self-respect. Wearing the jilbab should not obstruct a woman's ability to interact or contribute to society; instead, it highlights her capacity to engage actively in various fields while upholding her religious principles. Thus, the jilbab serves as a protective reminder to maintain good character and behavior, and wearing it with awareness and sincerity brings blessings and goodness to a Muslim woman's life.

### The Role of Peduli Jilbab Community in Da'wah

#### GEMAR (Gerakan Menutup Aurat)



**Figure 10.** GEMAR

The Gerakan Menutup Aurat (GEMAR) by the Peduli Jilbab community aims to raise awareness and understanding of the importance of covering aurat in accordance with Islamic principles. GEMAR empowers Muslim women through educational activities like seminars and workshops, focusing on both theoretical and practical aspects of hijab. The movement also leverages social media platforms to spread its message and reach a broader audience, especially the younger

generation. Additionally, GEMAR addresses misconceptions about hijab and provides moral and spiritual support to its members. Celebrating its 10th anniversary in May 2022, GEMAR continues to support Muslim women in their journey of hijrah and istiqamah.

#### International Hijab Solidarity Day (IHSD)



**Figure 11.** Dokumentasi IHSD

On International Hijab Solidarity Day (IHSD), the Peduli Jilbab community hosts offline events like seminars and workshops featuring renowned speakers such as scholars, activists, and public figures. These events aim to deepen understanding of the history, significance, and contemporary issues related to hijab, including discrimination and stereotypes. Additionally, IHSD is celebrated through social media campaigns on platforms like Instagram, Facebook, and Twitter, sharing inspirational stories and positive messages to support and change perceptions about hijab. The campaign seeks to build global solidarity among Muslim women by sharing videos, infographics, and motivational quotes. Peduli Jilbab aims to increase global awareness and respect for the choice to wear hijab, promoting tolerance and cultural understanding while advocating for the rights of Muslim women.

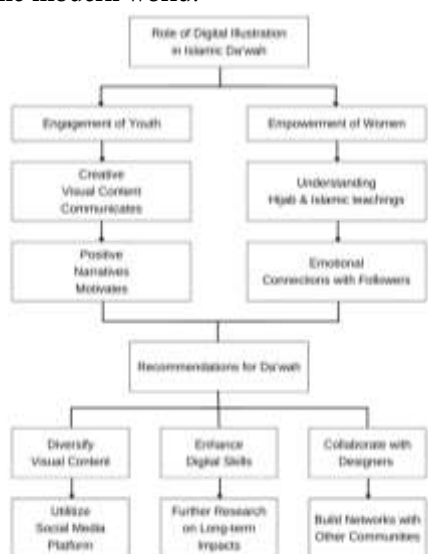


## KAMUS (Kajian Kemuslimahan)



**Figure 12.** Kajian Kemuslimahan

The Peduli Jilbab community conducts studies to deepen and disseminate understanding of Islamic values, particularly the obligation for Muslim women to cover their aurat. Through discussions, seminars, and workshops, they teach the principles of dressing according to Islamic teachings. These sessions also address important topics related to the role and responsibilities of Muslim women in society, providing practical guidance and strengthening members' faith and religious knowledge. Experts and qualified ustadzah are invited to deliver comprehensive material on various aspects of Muslim women's lives, from social ethics and child education to mental and spiritual health. This inclusive and educational approach aims to build a strong, empowered community that exemplifies Islamic teachings in the modern world.



**Chart 1.** Conclusion

The diagram illustrates the significant role of digital illustrations in enhancing Islamic da'wah, particularly through their impact on engaging youth and empowering women. It highlights how creative visual content effectively communicates Islamic messages, fosters positive narratives, and builds emotional connections with followers. These elements collectively promote a deeper understanding of hijab and Islamic teachings. Additionally, the diagram outlines several recommendations for improving da'wah practices, including diversifying visual content, enhancing the digital skills of community members, and collaborating with Illustrator autodidact. It emphasizes the importance of utilizing various social media platforms and conducting further research on the long-term impacts of digital illustrations while encouraging the establishment of networks with other communities to broaden the reach and effectiveness of their da'wah efforts.

## CONCLUSION

This research highlights the significant role of digital illustration in strengthening Islamic da'wah in the digital age. The Peduli Jilbab Community effectively utilizes digital illustrations to engage a broader audience, particularly among the tech-savvy youth. The findings indicate that creative visual content can communicate Islamic messages in an appealing and understandable manner, enhancing the attraction to Islamic values. The virtual da'wah efforts by the Peduli Jilbab Community demonstrate that digital illustrations serve not only as communication tools but also as empowerment avenues for Muslim women, promoting an understanding of the importance of hijab and comprehensive adherence to Islamic teachings. Through inspiring illustrations, the community has fostered positive narratives that motivate women to become more active in da'wah alongside social activities.

The research also emphasizes the ability of visual elements to build strong emotional connections between the community and its followers. Digital illustrations create a dynamic and interactive way to convey messages, offering a deeper and more memorable experience for Muslim women. The success of the Peduli Jilbab Community in leveraging digital illustrations underscores the need for innovation and technology adaptation in modern da'wah strategies. The research suggests that other da'wah communities can learn from this experience to develop creative visual content that resonates with social activities, bridging generational gaps, and fostering inclusive discussions. Recommendations include diversifying visual content, enhancing digital skills among community members, collaborating with professional designers, and utilizing various social media platforms to disseminate da'wah effectively. Further research is also suggested to evaluate the long-term impacts of digital illustrations in da'wah, along with developing educational materials and building networks with other communities to enhance the reach and impact of their digital illustrations.

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