

***Habib Ja'far's Construction of Moderate Islam in Youtube Podcast  
#LogIndiCloseTheDoor: A Critical Discourse Analysis Study***

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**Abstract**

*Religious moderation is an agreement that is expected to balance people's religious life, in accordance with the diversity framework that applies in Indonesia. Every religion certainly teaches the values of goodness, peace and tolerance to its followers. As is the case in the Islamic religion which teaches the noble value of religious moderation, as stated in the holy book Al-Qur'an in the term wasathiyah which means the middle way. The concept of wasathiyah is a balance between strong beliefs and tolerance. This research aims to analyze the dialogue conducted by Habib Husein Ja'far with Onadio Leonardo on the #LogIndiCloseTheDoor. Podcast content based on the words of Allah SWT in Surah An-Nahl verse 125 in the context of religious moderation. Carried out using a qualitative descriptive analysis method with data collection techniques in the form of documentation. The urgency of this research is to find out Habib Husein Ja'far's method of preaching. The results of the research show that in his preaching he represents Islam as a religion that is rahmatan lil alamin in accordance with the four indicators of religious moderation that are used as a basis in Indonesia. These indicators include tolerance, non-violence and national commitment.*

**Keywords:** *Religious moderation, Habib Husein Ja'far and Podcast.*

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**Introduction**

Along with the times, technology and information are developing increasingly rapidly. More and more new discoveries are being discovered, especially the discovery of electronic and digital communication tools or media such as television and platforms Instagram and YouTube (Indrawan et al., 2020). Especially in the last few years, namely when the corona or covid-19 outbreak hit all parts of the world. Everyone is required to carry out daily activities through virtual media or digital media. These activities include work, school and various other activities. One of them is da'wah activities or conveying Islamic religious teachings (Faidatuz, 2022) . In this

modern digital era, developments in the use of technology and information are also found in various forms of activities. An example is the development of the way or method of *da'wah* carried out by Habib Husein Ja'far which is now increasingly easy to find on various platforms on the internet.

Habib Husein Ja'far is a muslim cleric who graduated from the Master of *Al-Qur'an* Science and Tafsir from the Syarif Hidayatullah State Islamic University, Jakarta. He is a mass media writer, speaker, and director of the Jakarta Islamic Cultural Academy. Of Arab descent and is one of the descendants of *Nabiyullah* Muhammad SAW from the Al-Haddar clan. Recently, Habib Ja'far's name has started to become popular because of his pattern and delivery of preaching material which is considered unique and easy for the people to understand. Habib Ja'far also has a unique way of attracting young people's interest in studying religion. In the content presented by Habib Ja'far, he always opens a question and answer session. It is not uncommon to find strange questions asked by colleagues both in front of the screen and behind the screen. These '*odd*' questions actually have a different appeal because most of them are considered unethical and impolite if asked to other muslim cleric. Another characteristic that Habib Husein Ja'far has when preaching is treating his audience like peers. So that the preaching material conveyed flows as is, like normal conversation. However, this does not reduce the meaning of the material points presented.

Podcasts *#LogIndiCloseTheDoor* is Deddy Corbuzier's YouTube Channel content which carries the theme of religious tolerance. This content will be broadcast during the month of *Ramadan* 2023. Hosted by two interfaith *hosts*. Habib Ja'far is Muslim and Onad Leonardo is Catholic. The guest stars presented on this podcast also come from various religious leaders and figures who have had interesting experiences regarding a religion or belief. This podcast was successfully watched by various groups from all religions. Because it contains a lot of religious knowledge. So it is not just a spectacle, but also contains guidance value in it. Habib Husein Ja'far in the *#LogIndiCloseTheDoor* content also explained that through this podcast, it is hoped that Islam can truly become a religion that is *rahmatan lil alamin*, or a religion that gives grace to the entire universe. This includes non-Muslim groups.

On the content, Habib Husein Ja'far tries to explain the wisdom of existing differences through jokes which are his trademark in preaching on social media. Thus, through this research article the author tries to reveal the perspective of religious moderation contained in the *#LogIndiCloseTheDoor* podcast content because in the author's opinion, the dissemination of Islamic *da'wah*, especially in this modern era, requires innovation and unique methods in order to attract meaningful interest from the ummah or *mad'u*. recipient of preaching. The innovations and unique methods referred to in this study are in the form of *da'wah* methods, messages contained in *da'wah* and so on. Through the method of *da'wah* applied, Habib Ja'far succeeded in embracing and reaching all elements of society which other muslim cleric rarely can do. Habib Husain Ja'far's appearance, which looks more relaxed, blended in and not stiff, is also one of the factors in the success of *da'wah* in creating a new phenomenon, especially in *da'wah* in Indonesia.

Habib Hesin Ja'far Al-Hadar is a habib who is popular for preaching on social media. One of the platforms used for preaching is the Deddy Courbuzier YouTube

Channel. Namely the *#LogInCloseTheDoor* content which will be broadcast specifically during the holy month of Ramadan 2023. This content carries the concept of religious moderation, which is one of the important things that a muslim cleric needs to implement when conveying messages in his preaching. Because in living as a nation, we are required to have a sense of tolerance, non-violence and also be adaptive to the culture and rules that apply in our country. Habib Husein Ja'far has a unique way of making the millennial generation the main target recipients of his preaching. Through the method applied by Habib Husein Ja'far, he succeeded in attracting young people to study religion through social media amidst their increasing curiosity.

In connection with studies related to da'wah conducted by Habib Husein Ja'far, similar research was also carried out by Akhmad Roja Badrus Zaman. The research is entitled "*Commodification of Habib Husein Jafar Al-Hadar's Da'wah Content on YouTube : Expressions of Piety and New Discourses in Religious Contestation in the Contemporary Era*" (Roja & Zaman, 2021) . In this research, the researcher focused the study on modifying the media and content packaged by Habib Ja'far using popular media today as well as the target of preaching which is actually different from the target of other muslim cleric as a form of religious expression carried out in the contemporary era or today.

Second, similar research was also conducted by Muhammad Haris Fiardi entitled "*The Role of Dakwahtainment on Youtube Channel Accounts for Writing Pauses on Lost Youth by Habib Husein Ja'far*" (Fiardi, 2021) . In this research, the researcher focused the study on the concept of da'wah carried out by Habib Husein Ja'far. Researchers are of the opinion that the Islamic religion always makes it easier for its people to practice their religion peacefully, as a manifestation of the peace-loving nature of the Islamic religion.

Different from the studies that have been mentioned, this research discusses the construction of moderate Islam presented by Habib Husein Ja'far as his preaching style in podcasts. *#LogInCloseTheDoor* which will be broadcast specially during the month of *Ramadan 2023*. By examining the conversations held by Habib Husein Ja'far and Onad Leonardo with various guest stars who were present. Because communication or conversation is one of the methods used to convey information or da'wah.

## **Method**

This research is included in the type of qualitative research, namely research that focuses on emphasizing the natural character of the data source. Carried out using qualitative descriptive research methods, resulting in research results in the form of descriptions. The data collection technique used in this research is an observation technique, namely from video podcasts taken from Deddy Corbuzier's YouTube Channel with the object of study focusing on *#LogInCloseTheDoor* content. The aspects studied are the da'wah activities carried out by Habib Husein Ja'far in this content. Both in the form of discussion activities carried out by Habib Husin Ja'far and Onad Leonardo with various guest stars, including Habib Husein's responses to jokes and questions submitted by colleagues in front of and behind the scenes.

In this research, researchers also studied various literacy sources used as references in the form of research journal articles, books and journals. Several reference sources can provide information, information and also references for the results of the research carried out.

## **Results and Discussion**

Habib Husein Ja'far is a popular muslim cleric recently who is also known as a millennial ustad. Different from other muslim cleric, he has unique characteristics when preaching, giving a special impression to the congregation, especially millennial congregations (Fiardi, 2021). Apart from the characteristics of his preaching which are different from other muslim cleric, Habib Ja'far is also one of the habibs who has a unique appearance and seems slangy, even when preaching. He is often found preaching wearing casual clothes such as T-shirts and jeans. In this regard, Habib Ja'far confirmed that the appearance worn was tailored to the congregation. The aim is to create comfort for the congregation to take part in religious studies even in unusual places, such as cafes, comedy shows and concerts.

### **Habib Husein Ja'far Hadar's Preaching Style**

Preaching is an activity that invites people to understand and practice the teachings of Islam in accordance with what was revealed by Allah SWT to Prophet Muhammad SAW with the hope of achieving true happiness, which is happiness in this world and also in the hereafter (Syech, 2010). Based on QS. **An-Nahl verse 125**, Allah SWT says:

أَدْعُ إِلَى سَبِيلِ رَبِّكَ بِالْحُكْمِ وَالْمَوْعِظَةِ الْحَسَنَةِ وَجَادِلْهُمْ بِالَّتِي هِيَ أَحْسَنُ إِنَّ رَبَّكَ هُوَ أَعْلَمُ بِمَنْ ضَلَّ عَنْ سَبِيلِهِ وَهُوَ أَعْلَمُ بِالْمُهْتَدِينَ

Arab Latin: Ud'u ilā sabtli rabbika bil-ḥikmati wal-mau'izatil-ḥasanati wa jādil-hum billati hiya aḥsan, inna rabbaka huwa a'lamu biman ḍalla 'an sabtliht wa huwa a'lamu bil-muhtadīn

#### **Meaning:**

Call (Humans) to the path of your Lord with wisdom and good teaching and debate them in a better way. Indeed, your Lord knows best who is lost from His path and He knows best who is guided.

This verse explains that there are three methods of preaching. Namely the *da'wah bil Hikmah* method which means that a preacher must have the ability to understand the various characters and backgrounds of the recipients of his *da'wah* (*Mad'u*). With the aim that the *da'wah* material presented can be well received. Furthermore, the *bil Mauidlhatul Hasanah da'wah* method is a guidance-based method to provide explanations in the form of messages, warnings, good news which are used as life guidelines to achieve happiness in this world and the hereafter (Munir, 2009). Lastly, the *da'wah method is Bi Illati Hiya Ahsan*. It is a method of *da'wah* based on dialogue and discussion. Not only applied in the academic sphere, this method can also be used anywhere because the application of this method is considered more effective and has higher efficiency compared to other methods. Apart from that, this method is also considered to be more respectful of the existence of the *mad'u* or the recipient of the *da'wah*, because the potential for patronizing in this method is very small (Maqfirah, 2014).

If seen based on QS An-Nahl verse 125, the preaching style applied by Habib Husein Ja'far in the *#LogIndiCloseTheDoor* content is the third method, namely *da'wah bil Muffadi Bi Illati Hiya Ahsan*. In his preaching he represents Islam as a religion that is *rahmatan lil alamin*. So far the method of delivering his preaching has not exceeded the four indicators of religious moderation. So the presence of Habib Husein Ja'far in society always has its own attraction for all groups. Moreover, his preaching is light and easy for the public to understand. Religious moderation is an agreement that regulates the limits of understanding in religious life. This understanding should be shared by all people of all religions, especially Muslims in Indonesia (Sutrisno, 2019). Because through this understanding, everyone can adjust their attitudes and knowledge in implementing a teaching contained in the holy book by using their reasoning.

With the diverse backgrounds of Indonesian society, religious moderation is a foundation that has important value for maintaining harmony in the religious life of society. A person's level of religious moderation can be seen through several indicators such as tolerance, non-violence, national commitment, and accommodating to the surrounding environment. Believing that Islam is the truest religion does not require doing things that disbelieve people of other religions, and vice versa, this is a negative act that needs to be avoided and watched out for (Salma, 2021). Because we need to have a sense of tolerance for things that other people disagree with in order to maintain good relations and the integrity of the Republic of Indonesia.

Along with the development of increasingly modern technology, it indirectly requires all people to adapt their activities by using mass media. This also applies to religious activities. So that the muslim cleric are also given room to move on social media to continue preaching the religion. Especially because social media nowadays is used as a human shortcut to do any activity. Starting from small children, teenagers, adults to the elderly take advantage of the technology available in the media. Although it is considered to be very massive, not a few people are influenced by pieces of religious videos/writings that are not intact, thus giving rise to untrue thoughts in studying religion.

In this regard, researchers provide concrete examples of religious moderation behavior on social media carried out by Islamic cleric in Indonesia, namely the preaching carried out by Habib Husein Ja'far. The *#LogIndiCloseTheDoor* content uses a *da'wah* method that is in accordance with indicators of religious moderation, including:

1. Tolerance

Habib Husein Ja'far's tolerant attitude is reflected in his behavior and speech acts when communicating with various guest stars presented in the *#LogIndiCloseTheDoor* content. There was no difference in the treatment of guest stars. Everyone is treated equally without discrimination. Habib Husein Ja'far's open mindedness succeeded in creating a positive discussion forum despite nuances of religious differences. In fact, the existence of these differences actually allows Habib Husein Ja'far to learn the positive side of various guest stars and also make them part of his *da'wah*. By fostering an attitude of tolerance, it is also

included in efforts to maintain the integrity of the brotherhood of the Republic of Indonesia.

2. Anti violence

In the *#LogIndiCloseTheDoor* content, no acts of violence were found, either verbal or nonverbal. All the guest stars presented received the same good treatment and there was no difference whatsoever. There was also no discrimination found against all guest stars in terms of attitude or treatment. In fact, in the *#LogIndiCloseTheDoor* content, Habib Husein Ja'far actually invited his guest stars to explain their beliefs and religion openly without feeling intimidated. This is an action that needs to be applauded and can be emulated by other muslim cleric in broadcasting the Islamic religion. Because these actions reflect an attitude of love as a basic aspect of preaching that every Muslim needs to have. In order to be able to build brotherhood with people of other religions and accept existing differences without acts of violence and intimidation.

3. National Commitment

Even though Habib Husein Ja'far is of Arab descent, he often emphasizes that he is a native Indonesian. Thus, this statement is a form of commitment as a citizen of a country who loves his homeland. Commitment to the state is a very important attitude for all citizens to have. Because, as citizens whose freedom of life is guaranteed to adhere to beliefs and religions, they should have an attitude of national and state commitment as a form of maintaining the integrity of the Republic of Indonesia.

### **Conclusion**

If seen based on QS An-Nahl verse 125, the preaching style applied by Habib Husein Ja'far in the *#LogIndiCloseTheDoor* content is *the bil Mujjadi Bi Illati Hiya Ahsan* preaching method. The results of the research show that in his preaching he represents Islam as a religion that is *rahmatan lil alamin* in accordance with the four indicators of religious moderation that are used as a basis in Indonesia. These indicators include tolerance, non-violence and national commitment. In this way, good relations between religious communities in Indonesia can be maintained well. Indirectly, the implementation of religious moderation indicators is also a form of effort to maintain the integrity of the Unitary State of the Republic of Indonesia.

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