

THE CONSTRUCTION OF THE IDENTITY OF THE MEMBERS OF HIS COUNCIL TAKLIM *ILAL JANNAH* THROUGH SOCIAL NETWORKING

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The Background

- The emergence of information technology in the field of social media is increasing and easy to use such as Facebook, Instagram, and WhatsApp.
- Social media has reached all social strata from young people to parents, individuals and organizations.
- Social media has become a means for advancing and developing individuals and organizations.

The Problem

- The emergence of conflict has resulted in competition, contestation between individuals and their organizations to survive and develop.
- Identity becomes important for organizations, because according to Faucault, identity cannot stand alone, identity requires the other (Nasrullah, 2011).
- Assembly Taklim *ilal janna* in Bojong Gede Bogor broke up, and its members set up a new assembly with the same activities as the assembly of Taklim *Ilal Janna*.

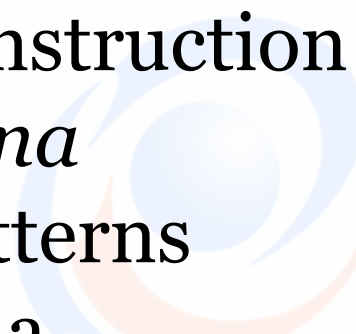
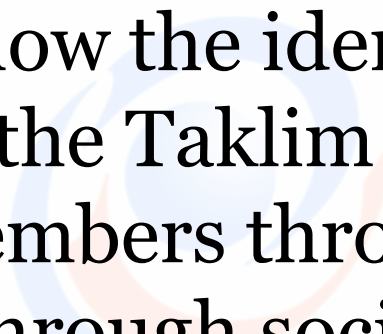
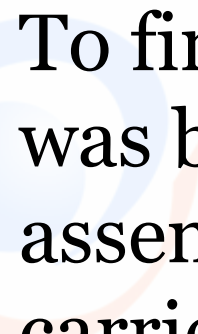
The Problem

- After one year of disbanding, there were old members who reactivated the Assembly of the Taklim *Ilal Janna*.
- On his way, the assembly of *Ilal Janna* wanted to distinguish himself from other existing Taklim assemblies.



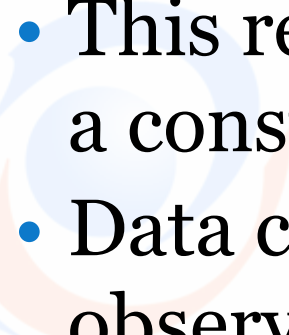
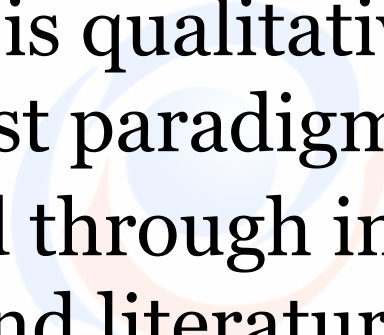
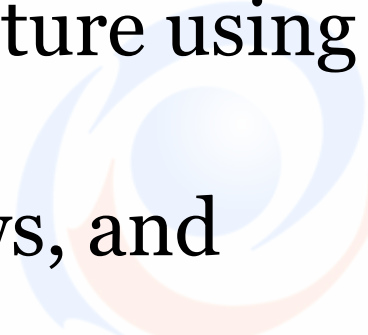
Goals of Research

To find out how the identity construction was built by the Taklim *lal Janna* assembly members through patterns carried out through social media





Method

- This research is qualitative in nature using a constructivist paradigm.
 - Data collected through interviews, and observation and literature.
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The Result

- Social media mediates the formation of new identities (Fadhil & Nurhayati, 2012).
- Self identity is seen by informants as an organization's identity which becomes a certain meaning of self and the people around.
- Self identity becomes a differentiator between individuals and organizations with others.

The Result (2)

- In its activities, the Taklim Assembly *Ila Jannah* added religious tourism activities, each period whether visiting famous mosques, pilgrimage to the famous guardian's tomb or to the tombs of local religious leaders.
- Construction of identity on social media such as Instagram, Facebook and WhatsApp is done through the process of uploading photos and videos of activities by giving text information to various groups on social media, which aims to invite people to increase their piety and invite people to join the Taklim Assembly *Ila Jannah*.

Conclusion

The identity is not in a static condition but is liquid, it is constantly being constructed to fulfill the interests of the assembly and its members



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