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DYNAMICS AND TYPOLOGY OF QURANIC CONTENT IN TIKTOK

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Abstract

Tik Tok has been considered as an attention grabbing alternative social media platform for the millennial generation as a way to convey and receive religious messages, especially Quranic messages. The use of TikTok as a new medium has also given birth to the current trend of learning the Qur'an. This study attempts to explain the impact of Quranic content on Tiktok on Quran learning. In the academic realm, this research seeks to contribute to discussions on the study of the Qur'an in its relation to social media. Using Ahmad Rafiq's reception theory of the Qur'an and Gary R. Bunt's theory of cyber Islamic environments, this qualitative research concludes the following points; first, the Quranic-related contents on TikTok comprise of several typologies, such as; quotes, interpretations, completing Quranic verses, tajwid, tahsin, qira'ah or recitations, lectures, news, stories, daily practices, *murattal*, rasm or manuscripts, the virtues of Quranic verses, memorization, guessing surahs, tips, and duets. Second, at the beginning of 2020, during the outbreak of COVID-19 pandemic, there had been an increased use of TikTok among people from various circles, ranging from the general public, celebrities, businessmen, preachers and others. Some preachers had been using TikTok as one of the learning media for the millennial generation. Third, TikTok had enabled creators of Quranic-related content to convey Quranic messages through Quranic content videos to be responded by netizens in the comments column. In this context, they started to turn to TikTok for religious advice and to answer some of their religious questions.

Key Words: Quran, TikTok, Content, Qurani.

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Abstrak

Aplikasi TikTok dinilai sebagai media baru yang menarik perhatian generasi milenial dalam upaya menyampaikan dan menerima pesan-pesan keagamaan, terkhusus pesan-pesan Qurani. Penggunaan TikTok sebagai media baru tersebut, melahirkan pola baru pula tentang kecenderungan belajar Al-Qur'an pada saat ini. Penelitian ini berupaya untuk menjelaskan bagaimana pengaruh konten Qurani di Tiktok. Dalam ranah akademik, penelitian ini dapat berkontribusi dalam diskusi mengenai studi Al-Qur'an yang berkaitan dengan media sosial. Penelitian ini menggunakan teori resepsi Al-Qur'an Ahmad Rafiq dan teori *cyber Islamic environments* Gary R. Bunt, dengan metode penelitian kualitatif. Hasil dari penelitian ini adalah; *pertama,* beberapa tipologi konten Qurani di TikTok, diantaranya adalah; quote, interpretasi, sambung ayat, tajwid, tahsin, qira'ah atau tilawah, ceramah, berita, kisah, amalan harian, murattal, rasm atau mushaf, keutamaan surat, hafalan, tebak surat, tips, dan duet. *Kedua,* pada awal tahun 2020, dengan adanya pandemi Covid-19, penggunaan TikTok semakin kuat dan berkembang di tengah-tengah masyarakat dari berbagai kalangan, baik masyarakat biasa, selebriti, pembisnis, pendakwah maupun yang lainnya. Para pendakwah tertarik untuk menjadikan TikTok sebagai salah satu media dakwahnya kepada generasi milenial. *Ketiga,* para konten kreator Qurani mampu menyampaikan pesan-pesan Qurani melalui video konten Qurani, yang kemudian dapat direspon oleh netizen dalam kolom komentar, mereka beralih pada TikTok untuk meminta nasihat dan jawaban atas pertanyaan agama yang mereka butuhkan.

Kata Kunci: Al-Qur'an, TikTok, Konten, Qurani

Introduction

The escalating usage of TikTok among modern millenials has led to the creation of various contents in TikTok to spread ideas, including religious ideas. The Indonesia Survey Center (ISC) research based on the internet survey report of the Indonesian Internet Service Providers Association (APJII) for 2019-2020 (Q2) revealed that social media serve as the primary reason for the exploding use of internet with a percentage of 51.5%.[1] Since it was launched, TikTok has been experiencing a considerable growth as seen from the massive number of its users. Astraying from its initial target of the launch mainly for entertainment, TikTok has now been widely used to promote various scientific contents, including the religious content. The use of Tiktok for promoting Quran has positioned Tiktok as a new medium for Quran learning that is highly favored by netizens, especially those who are born as digital natives. In the 19th century AD, the learning of the Quran initially took place through traditional place

[1] The data were obtained from the online survey report of the Indonesian Internet Service Providers Association (APJII) for 2019-2020 (Q2) in the form of a Power Point by the Indonesia Survey Center (ISC), (2020): 72-134

commonly known as *nggon ngaji*, *surau, dayah* or *meunasah.*[2] With the progress of time, the learning media of the Quran also grew more and more innovative.[3] Nowadays, Quran learning is not only made available at some particular places at a particular time, but also is made readily available through some accessible full-fledged digital media, such as through the TikTok application.

This article seeks to discuss Quranic content that is widely shared in social media platform, especially TikTok. Thus far, there have been many scholars who conducted some researches on the delivery of Quranic content in social media. The review on some previous researches on the topic understudy revealed two trends of research on religion, particularly the Quran and social media. The first trend deals with research on the spread of Quranic content on social media. Some of the religious studies on social media include a research written by Rizal Purnama,[4] Fahrudin,[5] and Ainatu Masrurin.[6] The second trend is related to research on TikTok and religious studies. Although this topic was rarely discussed, some researches including Niswatul Malihah,[7] Riza Soedardi,[8] Sholihatul Hikmawati and Luluk Farida,[9] and Sandi Pratama and Muchlis have addressed it in their researches.[10] Nonetheless, none of these researchers examined the dynamics of the Quran on TikTok. This paper, hence, tries to see the history of the emergence of Tiktok as a learning medium and the process of Quranic learning through TikTok and to explore the dynamics of Quranic learning on TikTok social media.

This paper assumes that first, the Quranic content in this article refers to various video contents on TikTok related to the Quran. Second, with the popular use of TikTok application, TikTok has been in demand by various groups, ranging from the

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[2] *Nggon ngaji* is widely known in Java, while the similar term in the West Sumatra is called a *surau* and in Aceh it is called a *dayah* or *meunasah*, which means a place where students learn to read the Qur'an. However, these designations are later known as *pondok or pesantren*. Karel A.Steenbrink, *Pesantren Madrasah Sekolah,* (Yogyakarta: IAIN Sunan Kalijaga, 1983), p. 11-12.

[3] Karel A. Steen Brink in his book "Pesantren Madrasah Sekolah" described that at that time it was common for a child aged 6 to 10 years to learn about religion to a local religious teacher for several hours a day. Students were taught about Quran recitation at the *nggon ngaji* individually.

[4] Rizal Faturohman Purnama, 'The Aesthetic Reception of the Quran in Instagram: Variations, Factors, and Religious Commodification', *ULUL ALBAB Jurnal Studi Islam*, 2020 https://doi.org/10.18860/ua.v21i2.9528.

[5] Fahrudin Fahrudin, 'Resepsi Al-Qur'an Di Media Sosial (Studi Kasus Film Ghibah Dalam Kanal Youtube Film Maker Muslim)', *HERMENEUTIK*, 2020 https://doi.org/10.21043/hermeneutik.v14i1.6890.

[6] 'Ainatu Masrurin, 'MURATTAL DAN MUJAWWAD AL-QUR'AN DI MEDIA SOSIAL', *Jurnal Studi Ilmu-Ilmu Al-Qur'an Dan Hadis*, 2019 https://doi.org/10.14421/qh.2018.1902-04.

[7] Niswatul Malihah, 'TIKTOK DALAM PERSPEKTIF AL-QUR'AN', *At-Tahfizh*, 2019.

[8] Riza Adrian Soedardi, 'TikTok and Hijab: Questioning Islamic Values in Digital Sphere', *SHAHIH: Journal of Islamicate Multidisciplinary*, 2020 https://doi.org/10.22515/shahih.v5i2.2807.

[9] Sholihatul Atik Hikmawati and Luluk Farida, 'PEMANFAATAN MEDIA TIK TOK SEBAGAI MEDIA DAKWAH BAGI DOSEN IAI SUNAN KALIJOGO MALANG', *Al-Ittishol: Jurnal Komunikasi Dan Penyiaran Islam*, 2021 https://doi.org/10.51339/ittishol.v2i1.215.

[10] Sandi Marga dan Muchlis Pratama, 'Pengaruh Aplikasi Tiktok Terhadap Ekspresi Komunikasi Mahasiswa Uin Sunan Ampel Surabaya', *INCARE (International Journal Of Educational Resource*, 2020.

public at large, celebrities, academics, to religious leaders. This motivates, especially religious leaders, to create content videos related to the Quran on TikTok. Third, along with the increasing number of Quranic creators on TikTok, the author assumes that TikTok is one of the media for Quranic learning that has been increasingly necessitated by the millennial generation as its main users as a way to satisfy their religious needs.

The method used in this study is a qualitative method with a descriptive-analytic approach, namely an approach that presents and analyzes data systematically so as to reach a clear conclusion, which first describes the forms of reception[11] of the Quran on Tiktok, then critically analyzes the factors the emergence factor, and finally explaining how the presence of Tiktok in transforming public reception of the Quran. In this case, the author conducts a type of field research in the form of TikTok media. This research is research using content analysis based on social media that focuses on Quranic content that is present in the TikTok application.

This study aims to complement the available literature as abovementioned. It departs from the abovedescribed phenomena and problems related to the constantly rapid pace of technological sophistication and advancement that inescapably urge human adaptation in various aspects, including the delivery of religious messages through the newly developed social media platform, such as TikTok application. It mainly seeks to answer the following problems; First, what is the typology of the dynamic of Quranic content on TikTok. Second, what are the motivating factors for the spread of Quranic content on TikTok. Third, what are the impacts of the spread of Quranic content on TikTok on the TikTok audience. To obtain information and data to answer the problem formulation, the authors explored various sources, constituting of books and journals in the form of hard copies and online sources.

A Brief History of TikTok

TikTok is an application or short-form music video platform originating from China. In their home country, TikTok is also known as Douyin, which literally means ‘shaking sound’, a short-form video sharing platform, primarily for lipsyncing and dancing videos to serve as a social network and music video platform.[12] At its initial launch in China, the music video app was referred to as Douyin, instead of TikTok, and it was not launched in other countries except China. The application enables users to share short videos of 15 second length to all users. Within a year, Douyin was able to attract more than 100 million users, thus generating huge profits. Therefore, ByteDance as the parent company launched this application in the international market for the global audience. However, since the name Douyin is deemed as less familiar for

[11] Ahmad Rafiq, ‘The Living Qur’an: Its Text and Practice in the Function of the Scripture’, *Jurnal Studi Ilmu-Ilmu Al-Qur’an Dan Hadis*, 2021.

[12] Sandi Marga & Muchlis Pratama, p.104.

users outside China, the name was changed to TikTok which was considered more attractive and easy to remember.

TikTok was created by a software engineer named Zhang Yiming,[13] who graduated from Nankai University and later founded a technological company called ByteDance in 2012, through which, Yiming created and developed the TikTok application. Previously, he had launched a news app under the name Toutiao, which later became one of the biggest news apps in China.[14] Yiming officially launched TikTok in September 2016 as a social media platform created to enable its users to easily create short-form video contents.[15]

In principle, if Instagram intends to turn all users into photographers, TikTok aims to turn everyone into videographers [16] by providing users with a short video duration, background music, and interesting filters to be easily applied. The applicability of TikTok has attracted million millennial users even within a few months since it was officially launched. TikTok's popularity continues to surge rapidly, even though in its early development, TikTok was only handled by eight people in 200 days[17] with the main target of the young generation or millennial generation in various countries, including Indonesia.

Indonesia is one of the countries with a predominating number of millennial generations or also known as generation Z. Throughout the course of 2016 to early 2018, TikTok had managed to attract the attention of Indonesian millennials to download and use it actively. Countless number of its users has gained thousand followers due to the videos they uploaded on TikTok application. Bowo Alpenlibe used to be one of the prominent young users of TikTok who went viral and gained popularity on various social media and print media. Bowo could gain many fans from the videos he uploaded on his personal account, and thus he was popularly labeled as a TikTok artist.

Nonetheless, the escalating fame of Bowo Alpenlibe has opened the eyes of the public of the seemingly negative contents of TikTok for its users. A large number of parents, public figures and others strongly criticized TikTok and its content for fear of the adverse impact on its users, especially children.[18] This makes TikTok a

[13] Zhang Yiming is a Chinese billionaire internet entrepreneur who is currently 37 years old. He was born on April 1, 1983 in China. He studied at Nankai University (2001-2005). Aftewards, he dabbled in the world of technology by founding and leading a company called ByteDance in 2012. Then, he expanded his wings by creating the Douyin/TikTok application which is very popular today. As of March 2021, the company net worth had reached US$ 35.5 Billion.

[14] Sholihatul Atik Hikmawati and Luluk Farida, p. 4.

[15] Soedardi, p.18

[16] Zanna Wharfe, "Everybody's Talking about: TikTok", in *www.wearesocial.com*, *https://wearesocial.com/uk/blog/2019/05/everybodys-talking-about-tiktok.* Retrieved on on March 26, 2021.

[17] Ervina Anggraini, "Mengenal Sosok di Balik Popularitas TikTok", in *www.cnnindonesia.com*, *https://www.cnnindonesia.com/teknologi/20180704152351-192-311496/mengenal-sosok-di-balik-popularitas-tik-tok.* Retrieved on on March 27, 2021.

[18] This data were obtained from the Youtube Net Entertainment News channel with the title "Through the TikTok Application, Bowo Alpenlibe Becomes Viral on Social Media", which was

controversial social media that is deemed to fool its users, especially children, with music and dance platform or nerd dancing movements lacking of educational values and inappropriate for public consumption. In addition, TikTok is also known as tacky and cheesy social media for the "alay group" (the youth culture known with their tacky and cheesy preference), who is always underestimated by most Indonesians from various circles.

In the middle of 2018, particularly on July 3, 2018, the Ministry of Communication and Information officially announced the ban of TikTok application. The ban was resulted from the constant monitoring by the AIS Team or the Kominfo internet search engine and several reports from other ministries, such as the Ministry of Women and Children Empowerment (PPA) and the Indonesian Child Protection Commission (KPAI), as well as reports from the public through campaigns, petitions and others.[19]

The Minister of Communication and Information, Rudiantara, confirmed that the ban of TikTok was generated by certain reasons, such as the presence of negative content, especially for children, in the form of pornographic content, immoral content, religious harassment content and so on. However, the blocking was only made temporary, since Kominfo still provided an opportunity for TikTok to operate again on the condition that it must comply with the regulatory provisions in Indonesia. Rudiantara also mentioned that TikTok is a very good platform for children to express their creativity, but some users have misused the application for negative content, and thus resulting in the ban.[20] However, a week later, TikTok resumed its operations after the negotiations between Kominfo and TikTok officials.

Since its reoperation in mid-2018, Indonesians have started to accept its existence. TikTok has implemented two requirements proposed by Kominfo, as in the followings; first, the application needs to erase all the existing negative contents. Second, it shall guarantee that it has an internal filter to avoid negative contents that are not in accordance with Indonesian regulations. Henceforth, TikTok users continue to swell. Yiming explained that since its inception in 2018, TikTok has been downloaded for 500 million times on the AppStore and Playstore. Citing information provided by Kominfo that the United States research company "Sensor Tower Store Intelligence" named TikTok as the most downloaded non-gaming mobile application on the iOS App Store worldwide, beating Youtube and Whstsapp.[21] This is an

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uploaded on July 9 2018. Retrieved on on March 27, 2021, https://www.youtube.com/watch?v=3hfjxQ7BIvo

[19] RBC, "Alasan Kominfo Blokir TikTok", in *www.cnnindonesia.com https://www.cnnindonesia.com/teknologi/20180703181921-185-311178/alasan-kominfo-blokir-tik-tok.* Retrieved on on March 27, 2021

[20] KOMINFO, "Kominfo: Blokir TikTok Hanya Sementara", dalam *www.kominfo.go.id https://www.kominfo.go.id/content/detail/13332/kominfo-blokir-tik-tok-hanya-sementara/0/sorotan_media.* Retrieved on March 27, 2021

[21] KOMINFO, "Banyak Alasan di Balik Buka Tutup TikTok", dalam *www.kominfo.go.id https://www.kominfo.go.id/content/detail/13716/banyak-alasan-di-balik-buka-tutup-blokir-tik-tok..* Retrieved on March 27, 2021.

important achievement for TikTok in 2018 and serves as a driving force to constantly innovate.

2019 is an important year especially for TikTok Indonesia, since it was denoted that the average Indonesian people watches 100 TikTok videos every day. These groups of users are not mere spectators, since they are also video creators, who actively create interesting short-form videos of 15-60 seconds to be uploaded on their respective accounts on TikTok. The videos consist of full-fledged contents, including comedy, fashion, lifestyle, travel and educational content. Quoting from ArenaLTE.com, TikTok Indonesia's Head of User and Content Operations, Angga Anugrah Putra, expressed his support for the creativity of creators in content development by providing easy-to-use features and editing tools for video creation. There are several popular elements of TikTok throughout 2019, including effects, music, celebrities, creators and challenges. In addition, in 2019 TikTok also launched an annual competition themed TikTok All-Star Southeast Asia, which was attended by 302 thousand participants and watched by 657.7 million people.[22]

The early 2020 marked the increasingly wide acceptance of and demand for TikTok by Indonesian society across various levels. TikTok not only gains popularity among the public at large, but also among celebrities, businessmen, politicians and religious figures with certain interests. The outbreak of COVID-19 pandemic has added to the list of factors for the increasing popularity of TikTok in 2020. It was apparent that since the announcement of the COVID-19 pandemic by the World Health Organization (WHO) and its rapid wide spread across the globe, every country, including Indonesia, has implemented stay-at-home policy or household lockdowns that requires all activities, inlcuding work, study and others to be done at home. This condition has driven people to search for entertaining activities to fight against their boredom while staying at home.

In such case, TikTok is considered as an appropriate social media application that can serve as the best company during the pandemic situation, because the platform enables each user to easily create short video content to express their feelings.[23] In 2020, TikTok managed to establish itself as one of the top seven social media applications in 2020. According to Adobe Spark, which launched the top seven social media to invest in 2020, TikTok ranked fifth after Instagram, Youtube, Facebook and Twitter.[24] This is a very remarkable achievement for an application that was only launched four years ago.

Towards the end of 2020, TikTok has made some predictions about video trends in 2021. The top content categories will continue to be developed in 2021 supported by

[22] Deni Sukma, "Ini Dia Yang Popular di Tiktok Selama Tahun 2019" in *ArenaLTE.com*, *https://arenalte.com/berita/industri/ini-dia-yang-populer-di-tiktok-selama-tahun-2019/.* Retrieved on on March 27, 2021.

[23] Soedardi,p.19.

[24] Ryan Robinson, "The 7 Top Social Media Sites You Need to Care About in 2020", in *spark.adobe.com.* Retrieved on on March 28, 2021, *https://spark.adobe.com/make/learn/top-social-media-sites/*

other activities and collaborations with various parties. In addition, TikTok will also monitor the currently developing trend on its platform and prepare a series of new features to be launched in Indonesia.[25] As it is known that in early 2021, TikTok collaborated with RCTI television to present the 2020 TikTok Awards Indonesia, which was held on January 30, 2021. The event was organized to appreciate the creativity of TikTok creators who have presented their inspiring and entertaining short video content throughout the year of 2020. In addition, the TikTok Awards is expected to boost the creativity of Indonesian millennials through TikTok.

The millennial generation, also known as Generation Z, is the first generation to have been exposed to technology from an early age. As the digital native, Generation Z is highly focused on digital and technology that reinforces their identity. They are born and grown up along with technological developments and advances in computer technology or other electronic media, such as cell phones, internet networks or social media applications.[26] Thus, generation Z is the predominant users of the internet, especially social media. According to the results of the Indonesia Survey Center (ISC) research based on the internet survey report of the Indonesian Internet Service Providers Association (APJII), in 2019-2020 (Q2), social media served as one of the primary reasons for using the internet with a percentage of 51.5%.[27] Of the many social media, TikTok is a social media predominantly used by Generation Z, who is fond of the distinctive characteristic of TikTok as compared to other social media.

The focal point that strongly distinguishes and uniquely characterizes TikTok from other social media is the role of hashtags ˇ() and the TikTok algorithm that is operated differently from other social media platforms. The TikTok algorithm serves up content entirely in accordance to user interests based on the categories of videos they frequently watch. Therefore, the TikTok content that users see on their page or homepage is not limited to the contents created by their followers or their social circles. Tiktok puts an emphasis on interest graph instead of the social graph. This way, TikTok can serve content to hundreds of millions of feeds based on what users like, instead of based on who they like. That said, popularity is not the most important point since content matters the most to get the highest reach. In addition, the role of hashtags is also very influential on the acquisition of reach. TikTok contains a hashtag trend that enables the creator to get a higher reach. The creator should include the trending or popular hashtags in the content they uploaded to enable the content to enter the homepage of TikTok users, known as fyp (for your page).

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[25] Virgina Putri, "Prediksi Tren Konten TikTok Tahun 2021", in *inet.detik.com.* Retrieved on on March 28, 2021, *https://inet.detik.com/cyberlife/d-5296050/prediksi-tren-konten-tiktok-tahun-2021.*

[26] Fadhlizha Izzati Rinanda Firamadhina and Hetty Krisnani, 'Perilaku Generasi Z Terhadap Penggunaan Media Sosial Tiktok: TikTok Sebagai Media Edukasi Dan Aktivisme', *Share : Social Work Journal*, 2021 https://doi.org/10.24198/share.v10i2.31443.

[27] The data was obtained from the internet survey report of the Indonesian Internet Service Providers Association (APJII) for 2019-2020 (Q2) in the form of a power point by the Indonesia Survey Center (ISC), p. 72-134.

Definition of Quranic Content

Etymologically, the word content refers to information made available by a website or other electronic medium. In today's internet era, the term content is popularly used to refer to the contents of a website or page on the internet. Kamus Besar Bahasa Indonesia (KBBI) defines content as information available through media or electronic products.[28] The word content is derived from English word, which the Cambridge Dictonary dictionary defines as the list of articles or parts contained in a magazine or book, with the number of the page they begin on, accompanied by page numbers. It also refers to the ideas that are contained in a piece of writing, a speech, or a film, namely the ideas contained in an article, speech or film.[29] These definitions indicate that content refers to various kinds of information or ideas that are presented through certain media in the form of writing, images, audio, or video.

Etymologically, the word Quran, seen from various sources, is defined as something that is or has to do with the Quran. The word Quran comes from the word Quran, which is a noun, while Qurani is an adjective which modifies the previous noun by making and explaining it more specifically. For example, in the phrase "Generasi Qurani", "Qurani" (Quranic) refers to an adjective from that modifies the noun "Generasi". Thus, this phrase can be interpreted as a generation that is related to or correlated with the Quran. Thus, it also leads to the meaning of a Quran-based generation in terms of principle and the actions taken. In essence, the word 'Qurani' (Quranic) is an adjective that can modify previous nouns with a more specific meaning related to the Quran.

On the basis of the abovementioned definitions of the word 'content' and 'Quranic', it is clear that the phrase 'Quranic content' refers to an idea or information in the form of writing, images, audio or video that contains components of the Quran or is related to the Quran presented through certain media. In this context, the Quranic content in this article refers to the Quranic content in TikTok application. As it is known, TikTok is a short-form music video application of 15-60 seconds in length, which allows the creators to submit any contents, including Quranic content. Thus, the Quranic content on TikTok refers to an idea or information related to the Quran in the form of a 15-60 second video presented through an electronic media called TikTok. This Quranic content is one of the most popular contents for Muslims and young Muslim women as the users of TikTok. Some of these users have been actively sharing Quranic contents, and even become the pioneer of Quranic content on TikTok.

Emergence and Development of Quranic Contents on TikTok

[28] KBBI (Indonesia Dictionary) online, retrieved on April 9, 2021, *https://kbbi.web.id/konten*

[29] Cambridge Dictonary Online, retrieved on April 9, 2021, *https://dictionary.cambridge.org/dictionary/english/content*

At its initial launch, TikTok was designated to be a sharing platform for short-form music video with wide ranging genre about music, dance and lipsync[30]. The most viewed videos in TikTok are dancing and lipsync contents, where the video makers mimic some popular songs and dance attractively along with the music.[31] Some Indonesian TikTok creators who could gain popularity through their contents in the early days of their appearance in TikTok were some teenagers named Bowo with a TikTok account *bowoo_alpenliebe* and Nurraini with a TikTok account *nurraini*. During the initial launch of TikTok in Indonesia, these creators could manage to gain the highest reach due to their attention grabbing lipsync content. For example, in some of the contents they shared Bowo expressed how he was frustrated with his ex-girl friend who had hurt him, while Nurraini made a memorable dancing performance with Siti Badriah's dangdut song "Syantik". No sooner had it been relased than both contents went viral and the two creators gained thousands of followers, not to mention to their involvement in some TV shows during their heyday. However, this skyrocketing popularity sparked controversy that urged the management of TikTok to release an innovative idea that allows its users to create other popular contents in addition to short-music videos.

At the beginning of 2020 during the outbreak of COVID-19 pandemic, there had been an escalating use of TikTok among different groups of people from various circles, including the public at large, celebrities, businessmen, preachers, and others. It was at this time that Islamic contents began to appear on TikTok, especially Quranic contents, which provide materials on Islamic teaching based on the Quran as Muslim's holy book. The initial share of Quranic contents on TikTok was pioneered by a Muslim teenager named Husain Basyaiban with a TikTok account *basyasman00,* who currently has a total of 3.1 million TikTok followers. Basyaiban initially shared a material on fasting as his first video on his TikTok account. In this content, he answered some questions from one of his followers about fasting. This first content, which was uploaded on May 18, 2020, currently has 475 shares, 1066 comments and 53.2 likes.[32]

Typology of Quranic Content on Tiktok

The term content, popularly used during the internet era as of today, refers to the contents of a website or page on the internet. *Kamus Besar Bahasa Indonesia* (KBBI) defines content (*konten*) as information available through media or electronic products.[33] The word Quran, seen from various sources, refers to anything that deals

[30] Lipsync is an abbreviation for lip synchronization. This is a technical term for matching lip movements with vocals spoken by a character. Someone who does a lipsync as if mimicking the lyric of some songs by moving his lips along with the song that plays through certain media.

[31] Elisa Kusumawardhani and Deasy Silvya Sari, 'Gelombang Pop Culture Tik-Tok: Studi Kasus Amerika Serikat, Jepang, India Dan Indonesia', *Padjadjaran Journal of International Relations*, 2021: 22 https://doi.org/10.24198/padjir.v3i1.27758.

[32] Data generated from Husain Basyaiban's Tiktok account, retrieved on April 10, 2021. *https://www.tiktok.com/basyasman00?lang=id-ID*

[33] KBBI online, retrieved on April 9, 2021, *https://kbbi.web.id/konten*

with the Quran. Quran is a noun, while 'Qurani' (Quranic) is an adjective form which can modify the previous noun by adding more specific explanation.[34] Thus, Quranic content refers to an idea or information in the form of writing, images, audio, or video containing components of the Quran or related to the Quran in it which is presented through certain media.

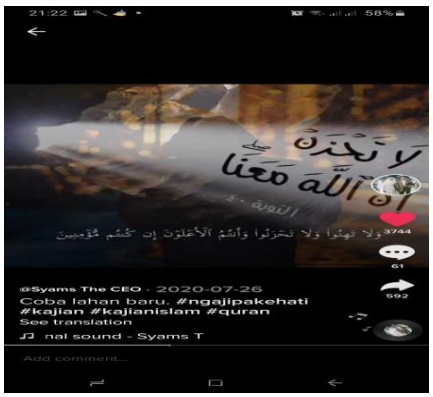
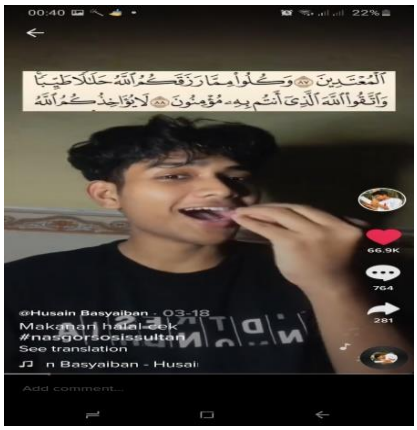
Diverse Quranic contents are shared on TikTok from time to time, making it fairly easy to find Islamic contents on TikTok. As a result, millennial TikTok users started to gain an interest in sharing Quranic content in this platform based on their respective preference and creativity. Some users prefer sharing Quranic contents in the form of quotes, public lectures, Quranic recitations, tips to recite the Quran, and so on. The following TikTok accounts are classified as millennial TikTok users who have been taking part in sharing Quranic content in TikTok: *syam_elmarusy jihansalsabila44 basyasman00 raihan.habib sanjuyoksa adzando umarbinwahid heyouw0 harunn98 sandisetiadi_ daengsyawal nidamanurung25 adelasihanuryapertiwi_* and many others.

To get an overview of the variety of Quranic contents on TikTok, this study presents the following table on the typology of Quranic contents on TikTok;

Table 1: Typology of Quranic Content on TikTok

Type	Example	Description
Quotation	Figure 1: Quote Figure 2: Quotation	Quotation is a form of Quranic content shared on TikTok in the form of a group of words or short excerpts quoted from Quranic verse, with some repetation mode as a way to grab the viewer's attention and to motivate them. It commonly includes the original source to inform audience about the referred verse.

[34] KBBI online, retrieved on April 9, 2021, *https://lektur.id/arti-qurani/*

Interpretation	 Figure 3: Interpretation Figure 4: Interpretation  Figure 5: Interpretation	Interpretation is a form of Quranic content that allows the creators to express their impressions, opinions, or theoretical views on a verse of the Quran, which is also known as a method of Quranic interpretation.
Continuing the Recitation of Quranic Verse		This form of Quranic content provides viewers with incomplete recitation of Quranic verses

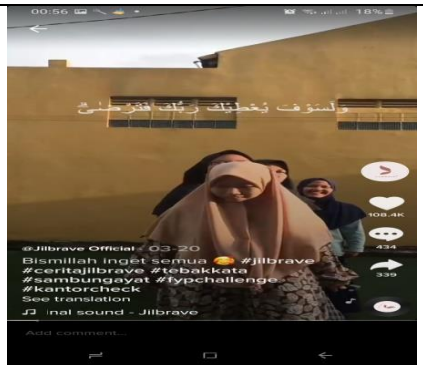
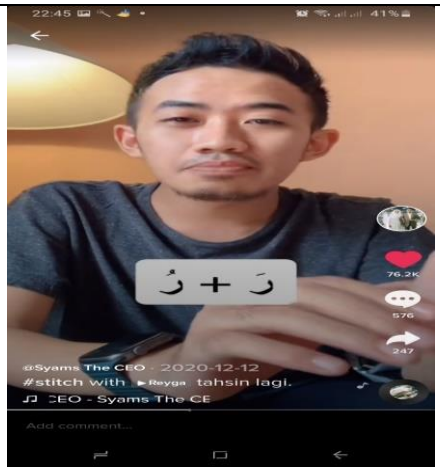
	 Figure 6: Continuing the Recitation of Quranic Verse Figure 7: Continuing the Recitation of Quranic Verse	with the aim of asking viewers to continue the incomplete part.
Tajwid	 Figure 8: *Tajwid*	This for of Quranic content allows viewers to learn about the correct pronunciation and recitation of the *surah* in the Quran and the appropriate laws of reading the Quran.

	 Figure 9: *Tajwid*	
Tahsin	 Figure 10: *Tahsin* Figure 11: *Tahsin*	This form of Quranic content allows the viewers to improve and correct the errors in their recitation of the Quran.

	 Figure 12: *Tahsin*	
Qira'ah/Tilawah (Quranic Recitations)	 Figure 13: *Qira'ah/Tilawah* Figure 14: *Qira'ah/Tilawah*	This form of Quranic content teaches viewers with the correct, appropriate, and beautiful way to recite the Quran with certain rhythms.

Religious lecture	 Figure 15: Religious lecture Figure 16: Religious lecture	This form of Quranic content delivers the messages of the Quran to the viewers by way of a religious lecture.
News	 Figure 17: News	This form of Quranic content delivers the information related to the Quran in the form of news reading and presentation.

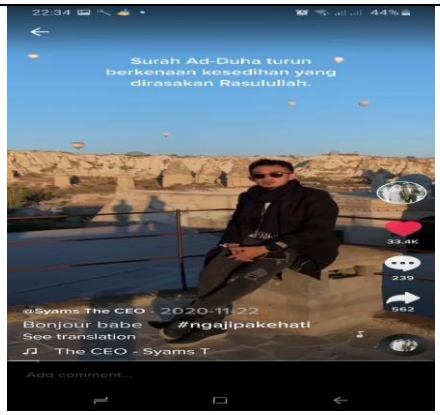
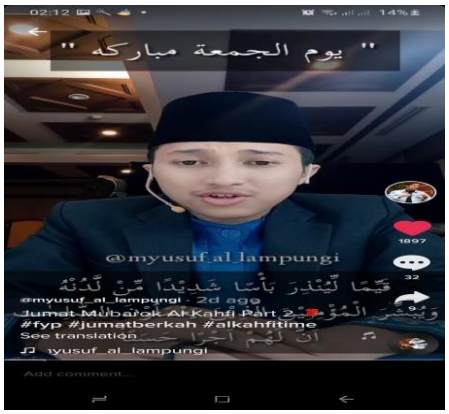
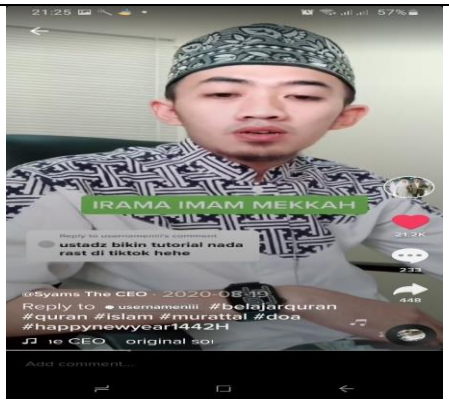
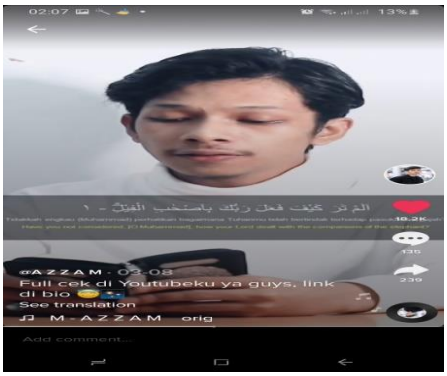
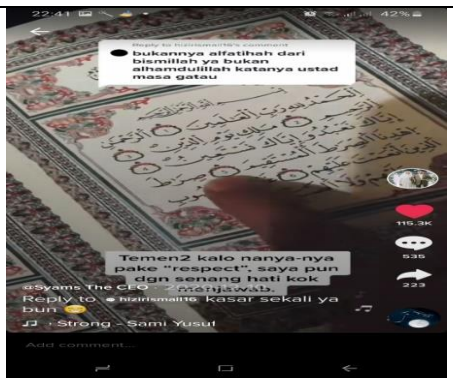
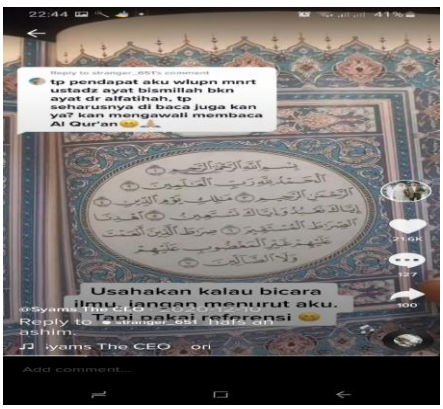
	 Figure 18: News Figure 19: News	
Stories	 Figure 20: Story	This form of Quranic content presents stories of certain figures in the Quran or stories related to certain *surah* of the Quran.

	 Figure 21: Story	
Daily Practice	 Figure 22: Daily Practice  Figure 23: Daily Practice	This form of Quranic content takes the form of recitation of certain *surah* from the Quran to be practiced on certain days or circumstances.

Murattal	 Figure 24: Murattal  Figure 25: *Murattal*	This form of Quranic content presents viewers with the recitation of the Quran in a slow, measured rhythmic tones known as *tarteel*.
Rasm/Mushaf (manuscripts)	 Figure 26: *Mushaf/Rasm*  Figure 27: *Mushaf/Rasm*	This form of Quranic content provides viewers with the information and knowledge related to the Quranic manuscripts.

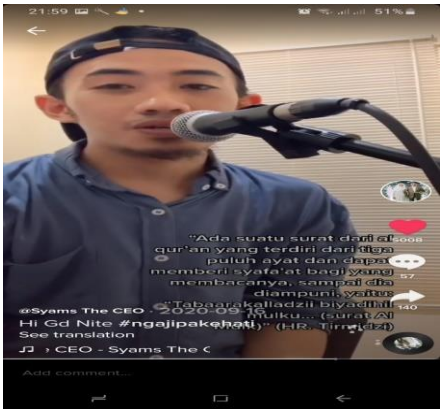
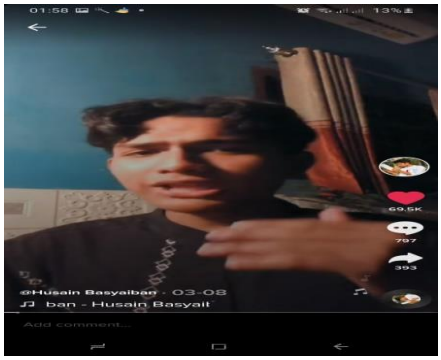
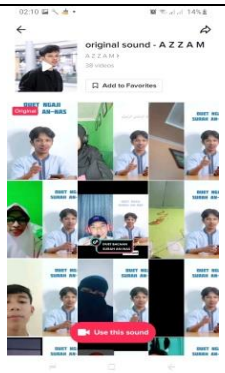
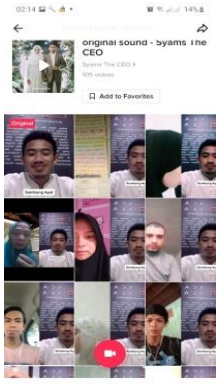
Virtues of *Surah*	 Figure 28: Virtue of *Surah* Figure 29: *Virtue of Surah*	This form of Quranic content provides viewers with the virtues of certain *surah* in the Quran.
Quranic Memorization	 Figure 30: Quranic Memorization	This form of Quranic content recites the Quran by way of memorizing or repeating the memorized verses.

	 Figure 31: Quranic Memorization	
Guessing the Surah	 Figure 32: Guessing the Surah Figure 33: Guessing the Surah	This form of Quranic content provides viewers with games of guessing the name of certain *surah* from the Quran based on the verses recited.
Quranic Tips	 Figure 34: Quranic Tips	This form of Quranic content provides viewers with certain tips, such as tips for memorizing the Quran or tips for completing the recitation of the Quran during the month of Ramadan.

	 Figure 35: Quranic Tips	
Duet	 Figure 36: Duet  Figure 37: Duet	This form of Quranic content provides viewers with a duet of Quranic recitation by asking viewers to continue the verses recited by the creators.

Factors for the Emergence and Development of Quranic Contents on TikTok

Initially, TikTok was designated as a short-form video platform about music, dance and lipsync.[35] The most popularly watched videos in TikTok are dance and lipsync contents which broadcast the video makers lip sync and dance performance

[35] Lipsync is an abbreviation for lip synchronization. The term is a technical term for matching lip movements with vocals spoken by a character. Someone who does this, it is as if he is actually singing by moving his lips accompanied by a song that is played through certain media.

based on the provided music.[36] Some famous Indonesian TikTok creators who frequently share these types of contents in the early days of TikTok were a renowned teenager named Bowo with his TikTok account *bowoo_alpenliebe* and Nurraini with her TikTok account *nurraini*. However, their popularity sparked controversy, which urged the TikTok management to innovate new ideas that allow its users to create other popular contents besides dance and lipsync contents.

At the beginning of 2020 during the outbreak of COVID-19 pandemic, there had been an escalating use of TikTok among different groups of people from various circles, including the public at large, celebrities, businessmen, preachers, and others. It was at this time that Islamic contents began to appear on TikTok, especially Quranic contents, which provide materials on Islamic teaching based on the Quran as Muslim's holy book. The initial share of Quranic contents on TikTok was pioneered by a Muslim teenager named Husain Basyaiban with a TikTok account basyasman00, who currently has a total of 3.1 million TikTok followers. Basyaiban initially shared a material on fasting as his first video on his TikTok account. In this content, he answered some questions from one of his followers about fasting. This first content, which was uploaded on May 18, 2020, currently has 475 shares, 1066 comments and 53.2 likes.[37]

Besides Husain Basyaiban, a nationally renowned preacher who has been actively creating Quranic contents, is Ustadz Syamsuddin Nur Makka, S.Sos.I., S.Q. or popularly known as Ustadz Syam. Ustadz Syam is one of Indonesia's leading preachers who regularly appears in countless number of Islamic programs on various TV stations. According to him, TikTok is one of the most popular social media platforms for millennial generation, especially children underage and teenagers. This condition drives his interest in making TikTok as one of medium for campaigning about religious contents to the millennial generation.[38] Syam first uploaded a video of Quranic content on TikTok on July 26, 2020 with the caption "Entering a new realm" and the hashtag *ngajipakehati* kajian kajianislam quran in his TikTok account: *syam_elmarusy*. In this Quranic content video, Syam mentioned and interpreted the Quran Surah Ali 'Imran verse 139. This first Quranic content was warmly responded as it hit the reach of 592 shares, 61 comments and 3744 likes by the TikTok users.[39]

The Impact of Quranic Contents on the TikTok Application on the TikTok Audience

Since the presence of Quranic contents as part of religious content on TikTok, a plethora of TikTok users have asked for advice and raised questions about Islamic teachings from the creators who actively share religious contents. Most of TikTok

[36] Kusumawardhani and Sari, p.22.

[37] Data were obtained from Husain Basyaiban's Tiktok account, retrieved on on April 10, 2021. *https://www.tiktok.com/basyasman00?lang=id-ID*

[38] Interview with Syamsuddin Nur Makka, Young Popular Indonesian Preacher, April 28, 2021, at the *Webinar Nasional dan Pelatihan Dakwah "Menyiarkan Seni Islami Demi Terwujudnya Generasi Qurani Di Masa Pandemi*".

[39] Data were obtained from TikTok account syam_elmarusy, retrieved on April 11, 2021. https://www.tiktok.com/syam_elmarusy?lang=id-ID

users are happy with such contents as these religious-related contents help them gain new knowledge about religion. Nevertheless, a handful of TikTok users may respond otherwise since they have negative view about the presence of Quranic contents on TikTok. Syam *syam_elmarusy* stated that only about 70% of TikTok users respond favorably to any Quranic contents he shares in his account, while the remaining 30% respond otherwise.[40]

An example of the TikTok user who contradicted with the presence of Quranic contents on TikTok is Abu Janda who lamented the Quranic content created by Husain Basyaiban. Such undesirable comment had gone viral at that time and sparked a major polemic among many internet users. Husain's video content went viral because Husain called "non-Muslims" as "teman kafir" (infidel friends) and added by Husain's statement that according to Islamic creed, non-Muslims can never go to heaven, which was heavily criticized by Permadi Arya who was popularly known as Ustadz Abu Janda. Through his TikTok account, *permadiarya*, Abu Janda created a video content on his TikTok account that highlighted his disapproval of Husain's statement by interpreting the holy Quranic verses from certain surahs.

Abu Janda interpreted Surah Al-Kafirun and Al-Baqarah verse 62 in his content. In his interpretation, he defined the word "kafir" (infidel) in the Quran as referring to the Quraish Arabs who worshipped idols, while the Christians in the Quran are known as the *ahlul kitab* (the people of the book). On this basis, he then concluded that non-Muslims can still go to heaven if they live good lives because Allah never holds His grudge.[41] This criticism against Husain was conveyed by Abu Janda through a video content on TikTok. However, Husain refuted Abu Janda's criticism by further explaining the meaning of *kafir* (infidels) through his TikTok content. Husain further explained the term 'kafir' (infidel) in the following three videos;

Figure 38

Figure 39

Figure 40

[40] Interview with Syamsuddin Nur Makka, Young Popular Indonesian Preacher, April 28, 2021, at the *Webinar Nasional dan Pelatihan Dakwah "Menyiarkan Seni Islami Demi Terwujudnya Generasi Qurani Di Masa Pandemi"*.

[41] The data on the permadiarya TikTok account has been deleted. This data was obtained from Panji Pandev's Youtube account, entitled *"Viral TikTok Husain X Abu Janda//Kafir dan Kufur Itu Apa?"*, https://www.youtube.com/watch?v=FLENjirPoMA&t=4s. Retrieved on May 3, 2021.

The abovementioned video contents highlight Husain's response to Abu Janda's criticism. Husain created some video contents related to the etymological and literary meaning of infidel in the Quran. In line with his statement in his previous content, etymologically, 'kafir' (infidel) means closing. Then, to refute Abu Janda's statement that Christians are not to be classified as infidels, Husain referred to the Quran Surah An-Nisa' verses 150-151 in his TikTok content. According to his interpretation, the real disbelievers are those who take the middle way, namely between being faithul and being in disbelief. Hence, Christians who believe in the teachings of the Prophet Jesus but disbelieve in the teachings of the Prophet Muhammad are true disbelievers according to the Quran.

The Quranic content of Husain regarding the meaning of infidel in the Quran was well received by TikTok users. Countless TikTok users were enlightened by Husain's explanation in his content. This fact is indicated by the various positive responses expressed by the users, both in the form of comments, captions in the videos they upload in their respective accounts, or in the form of comments on Husain's uploaded contents. The various responses of TikTok users on Husain's contents are clearly elaborated in the following table:

Table 2: Tiktok User Responses to Quranic Contents of Husain Basyaiban

Account	Comments
@giolia	This is a new lesson that I never learn from my Quran teacher. Thank you ucennn. God always blesses you.
@er.bee	SubhanaAllah. You have a very good understanding of religion. I felt suddenly so insecure.
@notification	I do agree with you. I'm not a Muslim but I completely go with you, Brother.
@alric.rico	I will make you the best moral reference on TikTok, Husain. Allahumma sholli ala Muhammad. This is my role model!!
@linnndsay	I'm not a Muslim but I really want you to be a preacher in the mosque next to my house.
@_7121323.55	Masha Allah. You can definitely beat Suga when singing a rap song. I really want to be able to memorize the Quran like you, brother Husain, let alone be able to rap using the verses of the Quran. Masha Allah.
@hadri	I hope my fyp (For You Page) is like this so that this application is more useful.

@abings	Never stop preaching/providing useful knowledge because of that 1 video, Husain. I really need your content.
@f	Watch a religious lecture at the mosque (X) Watch a religious lecture on TikTok (V)
@dheeea	We always listen to your da'wah spirit.
@fahriyannurakbar	Alhamdulillah, I can gain more religious insight about the meaning of infidel. One word for you, brother "thank you"
@indonesia	It is simple and very clear. I hope this country will be peaceful.
@rissamomskyuda'a	I really respect your opinion, Husain. Your content is useful.
@mclampungaang	People are almost lost if they don't see this video.
@papalucu	I was totally amazed. You can explain the material so cleverly. Is there anyone who was also amazed? Subhan Allah. I have no idea about it.

The comments in the table above are only some parts of the zillion comments or good responses to Husain's three video contents regarding the meaning of infidel. Each of these contents received 847.8k, 1.6m and 3.6m views, 112.7k, 202.6k and 432.4k likes, 714, 723 and 2,254 shares, as well as 2,767, 3,295 and 16.9k comments.[42] From the comments as presented in the table, it is clear that currently Quranic contents on TikTok are no longer an additional medium for learning religion, but these contents on TikTok have become the primary medium to learn about the Quran, gain more knowledge about religious teachings, and construct the mindset of TikTok users.

Figure 41: Recitation of Surah Al-Kahf

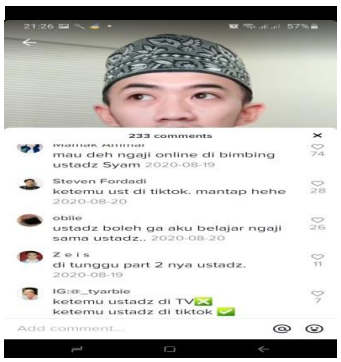


Figure 42: Quran recitation with *murattal* rhythm of the Imam of Mecca Mosque

[42] Data were obtained from Tiktok account of Husain Basyaiban https://www.tiktok.com/basyasman00?lang=id-ID. Retrieved on May 3, 2021.

Apart from the responses of TikTok users above, it is also necessary to highlight the response of TikTok in other Quranic contents, such as the good response expressed by TikTok users through the comments column in the video content of syam_elmarusy's upload as shown above (images 4.4 and 4.5). This indicates some positive responses from TikTok users, as written by *khusnul* account, in the following "Thank you, Ustadz, for being on TikTok. Very cool, Masha Allah." Another comment is written by *stevenfordadi* "I am glad to meet ustadz on TikTok. It's cool" and the account *obiie* "ustadz, can I learn the Quran with you?" Such positive responses are indicated by the expressions of pleasure and gratitude in the comments column of Syam's video. Seeing the responses of TikTok users, it is clear that the Quranic contents in TikTok have been able to construct the mindset of TikTok users in the religious realm.

This paper finds that TikTok is not only an entertainment application, but also a medium to learn the Quran with useful and rich contents on Quranic study positive response of the audience in the application. The Quranic contents in TikTok mostly discuss the many aspects of the Quran, including Quranic learning, brief interpretation of the verses of the Quran, learning about the method of Quran recitation, Quran recitations, and games containing guessing the *surah* of the Quran. This finding implies that TikTok as a new medium in learning the Quran has become a new trend among Indonesian TikTok users, especially for the digitally native generation.

The abovementioned findings denote that TikTok is a platform with a bright future and thus the previously deemed as illicit technological platform, according to the critic of some circles and some clergy, does not generate adverse impacts on its users. This is evidenced by the many variations of Quranic contents on this platform. This finding confirms what Ghozali conclusion that TikTok can be effectively used for da'wah and is an excellent way to spread the recitation of al-Qur'an without distorting the meaning and intention of its users.[43] It also emphasizes that the relationship between the old tradition and modern life style is not always contradictory, but can also be complementary.[44] This fact confirms that the Quranic content on TikTok is a distinctive dimension that gains popularity, but on the other hand will eliminate or marginalize the competent expert who shall bear the authority in explaining the study of the Quran.

As Gary Bunt points out that in the Islamic hashtag,[45] people turn to the internet to get their religious needs, thereby marginalizing the real experts who shall have the authority to answer these needs. This fact is in line with the real practice in the

[43] Mahbub Ghozali, Achmad Yafik Mursyid, and Nita Fitriana, 'Al-Qur'an (Re)Presentation in the Short Video App Tiktok: Reading, Teaching, and Interpretive', *Pertanika Journal of Social Sciences and Humanities*, 2022 https://doi.org/10.47836/pjssh.30.3.18.

[44] Saifuddin Zuhri Qudsy, 'Living Hadis: Genealogi, Teori, dan Aplikasi', *Jurnal Living Hadis*, 2016 https://doi.org/10.14421/livinghadis.2016.1073.

[45] Gary R. Bunt, 'Islam in the Digital Age', in *Islam in the Digital Age*, 2017 https://doi.org/10.2307/j.ctt18fs6ck.14.

Quranic Content on TikTok in Indonesia. Quranic contents on TikTok in turn will reduce or deauthorize people who have competence in the filed of religious knewledge because these people do not use TikTok as the primary media to mediate their views. The presence of novice learners who were previously never considered to have the authority in explaining the contents of the Quran will slowly shift the experts who hold the religious authority.

This paper provides a different insight as compared to the previous researches which only put less emphasis on the relation between the Quran and religious issues on social media. Some notable previous researchers on this topic included Qurrata A'yun who wrote about the reception of the Quran in the animated film Nussa on the Nussa Official youtube channel. A'yun explained in her writing about QS. Ali 'Imran; 185, which are functionally receptive in the informative aspect through short film content on Youtube.[46] Another research on the same vein was done by Rizal Faturohman who wrote about the Quran and Instagram social media. In his writing, Rizal explained about the Quranic materials which are delievered aesthetically through attractive contents of connecting verses and practicing Quran recitations and others.[47] In addition to these two writings, several other works also address the relationship between Quran and social media. However, of all the writings about this topic understudy, no one raises the issue about the Quran and TikTok social media more specifically.

Based on the findings and discussions presented in this article, this paper recommends several points. First, the presence of new media in the study of the Quran will continue to grow, and thus the reviewers of the Quran need to be aware of the current developments and to keep on adapting to new changes. Putting aside the presence of this new media will shift the real experts of religious teachings from their authority to explain and elucidate the issues or virtues of the Quran. As a result, many novice learners who recently started their lesson about Quran without having sufficient knowledge in the field of the Quran will take the spotlight and grab the public attention. Second, the presence of instant media and short video content such as Quranic contents on TikTok, on the one hand may accelerate Quranic learning, but on the other hand may oversimplify the understanding of the Quran if it is not accompanied by a more determined learning process.

Conclusion

On the basis of the discussion in the previous three chapters, three important points are concluded to answer the problem formulation in this thesis. These three points are described below.

[46] Qurrata A'yun, 'Resepsi Al-Qur'an di Media Sosial: Studi Kasus Film Animasi Nussa Episode "Hiii Serem!!!"', *Living Islam: Journal of Islamic Discourses*, 2020: 320 https://doi.org/10.14421/lijid.v3i2.2296.

[47] Purnama, p.237-238.

First, Quranic content is an idea or information in the form of writing, images, audio or video containing components of the Quran or related to the Quran that is presented through certain media in this case is TikTok. The typologies of Quranic contents identified in this research are: quotation, interpretations, continuing recitation of verses, *tajwid*, *tahsin*, qira'ah or recitations, religious lectures, news, stories, daily practices, *murattal*, *rasm* or manuscripts, the virtues of *surah*, memorization, guessing the *surah*, Quranic tips, and duets. The various typologies of Quranic content on TikTok have been able to attract the viewers to learn more about the Quran. This receptive response to Quranic contents has led to the increasing demand on Quranic contents on TikTok. Thus, it is highly likely that there will be more number of typologies of Quranic on TikTok along with the time.

Second, TikTok is a social media platform that is widely responded by the millennial generation, particularly children and teenagers. This growing interest on TikTok urges many religious preachers to use TikTok as one of their media to promote religious contents to the millennial generation. Among the popular creator of religious contents of TikTok are Ustadz Syam Husain Basayiban, who are motivated to reach out to the millennial generation through their religious contents on TikTok.

Third, Quranic Contents on TikTok well capture the need of the TikTok audience. This can be seen from their positive responses in the comments column on various Quranic content. The majority of audiences are happy with the presence of Quranic contents on TikTok, because they find these contents as helpful to satisfy their religious quest. Nevertheless, a handful TikTok audience had a contradictory response to Quranic contents on TikTok as indicated by their criticism against such related contents.

Nonetheless, the limitation of this research is the fact that it only discusses the issue related to the various forms of Quranic contents on TikTok and their impact on the audiences. Therefore, it is necessary to conduct further comprehensive studies about the oversimplification of religious teachings resulting from the learning of Quranic contents through TikTok.

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