THE DOMINATION OF THE SALAFI MOVEMENT IN WEST SUMATRA: FRAMING ANALYSIS ON SURAU TV CHANNEL

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Abstract
This study aims to analyze the social discourse contained in salafi da'wah content on the Surau TV Youtube channel. By looking at the content distributed by salafi groups in West Sumatra, this study uses qualitative research methods with data collection techniques using digital data and literature studies. Furthermore, the data analysis in this study is using Robert D. Benford and David Snow framing analysis which includes; diagnostic, prognostic and motivational. This study finds that there are three social discourses contained in Surau TV content including: addiction to technology, usury transactions, and interactions between Muslims and non-Muslims. Surau TV diagnoses problems in implementing Islamic law, starting from the technological aspect, Socio-cultural and religious attitudes are issues that need to be considered in upholding Islamic law and forming harmonious relations between religions. In its prognostic strategy, Surau TV creates content that incorporates the application of Islamic law in everyday life. In addition, the motivational strategy, Surau TV invites for tips to apply Islamic law in daily life in order to create a generation that is in accordance with Islamic law.

Keyword: *Framing; Hegemony; Millennials; Social Media; Tolerance.*

Abstrak
Studi ini bertujuan menganalisa wacana sosial yang terdapat dalam konten dakwah salafi di channel Youtube Surau TV. Dengan melihat konten-konten yang disebarkan oleh kelompok salafi di Sumatera Barat, studi ini menggunakan metode penelitian kualitatif dengan teknik pengumpulan data menggunakan data-data digital dan studi literatur. Selanjutnya analisis data dalam penelitian ini yakni menggunakan analisis framing Robert D. Benford dan David Snow yang meliputi; diagnosis, prognosis dan motivasional. Studi ini menemukan bahwa terdapat tiga wacana sosial yang terdapat dalam konten Surau TV diantaranya: kecanduan dalam berteknologi, transaksi riba, dan interaksi antara muslim dan non muslim. Surau TV mendiagnosis, permasalahan dalam menerapkan syariat Islam mulai dari aspek teknologi, sosial budaya dan sikap dalam beragama merupakan permasalahan yang perlu diperhatikan dalam menegakkan syariat Islam dan membentuk hubungan yang harmonis antar agama. Dalam strategi prognosisnya, Surau TV menciptakan konten-konten yang berunsur penerapan syariat Islam tersebut dalam kehidupan sehari-hari. Disamping itu, strategi motivasionalnya, Surau TV mengajak untuk kiat menerapkan syariat Islam dalam kehidupan sehari-hari demi menciptakan generasi yang sesuai dengan syariat Islam.

Kata Kunci: Framing; Hegemoni; Millineal; Media Sosial; Toleransi.

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1. INTRODUCTION

The presence of da'wah accounts on social media that provide salafi ideas also develops massively, the salafi da'wah movement forms its own space following technological developments (Kulsum 2021). Great zeal and militancy are the forces they use in teaching and advising mankind. The message of da'wah that is often broadcast by the salafi movement is to return to the Al-Quran and As-Sunnah according to the understanding of friends and tabi'in who are given the title "salaful al-shalih" (Hafid 2021; Wiktorowicz 2006). The salafi group managed to exist in the community by utilizing technology media, namely print media and social media (Nurani 2019).

The sects and religious groups that develop in the Minangkabau community, West Sumatra are often exclusive and critical of religious leaders, so it is easy for conservative religious groups such as the salafi to be present in the West Sumatran community (Noorbani 2014; Zainal 2014). In general, conservative religious groups are more likely to be intolerant in their religion and are considered a disaster for Muslims because of misguided understandings (Hamayotsu 2017; Triono 2022). However, the conservative group that developed in West Sumatra broke this statement by showing that the salafi group is more tolerant and trying to find a balancee point by mediating the current perspective.

Digital media used by salafi groups in West Sumatra has defeated other religious groups such as the aswaja elite group which is also supported by the state through a program that is currently being promoted, namely religious moderation (Addiarrahman 2021). Not without reason, Surau TV Official which is the channel of the salafi group in West Sumatra on YouTube social media gets more followers, namely 60.3 thousand subscribers compared to aswaja groups such as the Kaji Surau channel with 821 subscribers.

Surau TV is an abbreviation of Surau Televisi, established in November 2013. Surau TV is a streaming TV with Islamic nuances and comes from the city of Padang. The name Surau TV is taken from the word surau which is interpreted by the Minangkabau community as a means of carrying out worship and getting education. So with this naming, the streaming TV based on Sunni Islam can be used as a means for the Minangkabau people to understand the true teachings of Islam. In accordance with the development of media technology, Surau TV began to use social media such as YouTube in spreading its da'wah. Surau TV has become a youtube user since January 4, 2017 until now with a total of 4,004,896 views.

Surau TV Official succeeded in creating interesting da'wah content so that it received a positive response, especially for Muslims. The short da'wah content with its distinctive delivery using the "minang" language makes its own attraction in delivering salafi da'wah in the midst of the people of West Sumatra. Surau TV Official has become the media of choice in filling the spiritual needs of the people of West Sumatra.
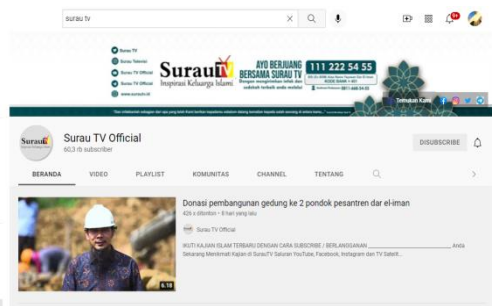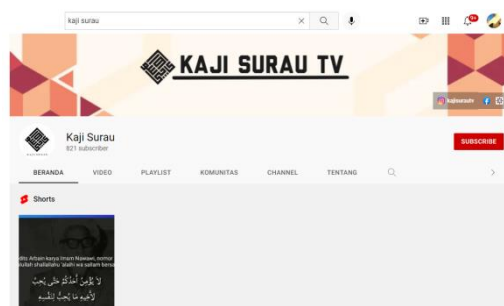
Figure 1.1.

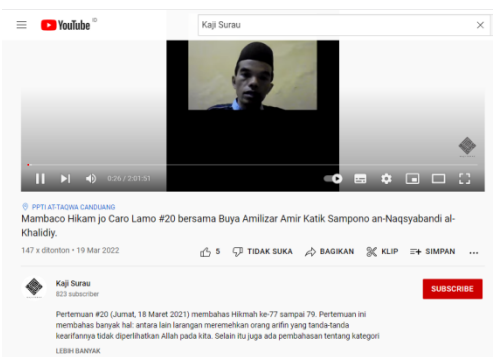*Figure 1.2.*

Figure 1.3.

Figure 1.4.

Based on figures 1.1 to 1.4, it can be concluded that Surau TV has become the ruler of the social media da'wah market in West Sumatra with a high number of subscribers to the Surau TV Official channel compared to the Kaji Surau channel as shown in Figure 1.1. and Figure 1.2., in addition to the large number of impressions on the Surau TV Official channel, which is 2.4 thousand times compared to the impressions on the Kaji Surau channel which has approximately 147 impressions, the Surau TV channel is a supporting factor that Surau TV is a medium of da'wah. in great demand by the people of West Sumatra. The use of social media for salafi groups has also become a da'wah activity that continues to be carried out militantly in spreading the salafi perspective.

This study aims to complement existing studies related to the salafi movement in Indonesia. In particular, this study looks at how Islamic understanding is narrated in social discourse by the salafi movement in West Sumatra on the Surau TV Youtube channel. The purpose of this study is to answer the three research questions that have been described above, namely, first, to find out the social problems identified by Surau TV. Second, to find out the solutions offered by Surau TV in overcoming these problems. Third, to find out the motivation of Surau TV in narrating the Islamic discourse. This study uses qualitative research, the type of research is a field study (filed research). The data source in this study is a national-scale youtube channel, namely Surau TV in the form of videos which are then narrated in text form. Then the data that has been narrated into the text is analyzed using framing analysis by Robert D. Benford and David Snow which uses several stages of analysis, including; diagnosis, prognosis and motivation (Benford dan Snow 2000).

2. RESULTS AND DISCUSSION

2.1. Salafis in West Sumatra

The origin of the use of the word "salaf" (لف) is a lafadz that is often found in the Qur'an and the hadiths of the Prophet Muhammad SAW, which means that it is not a new lafadz that is a trend in the recent era (Hafid 2021). Etymologically the word salaf means former, ancient, or culottes, while in terminology the salaf are the companions of the Messenger of Allah, those who follow them, their followers, and are also referred to as the next generation of religious leaders who have recognized their faith and are known for their greatness. role in religion, so that mankind can accept his opinion and never be said to be deviant or heretical. Salafi is a term from Arabic, sal or pl. Aslaf, which means predecessor, ancestor, ancestor. The salafi movement in Indonesia emerged in the mid-1980s as a result of the transnational salafi da'wah movement, and received public attention after the fall of the New Order in 1998 (Al-Hakim 2021).

Social movement observers state that the salafi movement is a movement that inherits the preaching of radical puritan theology from the Wahhabi movement which was present in the 18th century in the Arabian Peninsula (Karoui 2018; Nielsen 2020; Wahib 2011). The salafi movement is very serious in inviting Muslims to return to the Qur'an and Sunnah. The salafi movement is not involved in practical politics, but in reality the salafi group develops with the use of political institutions. Salafis also accept donors from Saudi Arabia to carry out the actions of the movement (Emmerich 2020; Rosadi 2015). This group, which always adheres to the Qur'an and the instructions of the prophet and his companions, likes to eradicate heretics, so that sometimes the da'wah carried out by this movement often causes social friction (Sagramoso 2012; Sefriyono 2015).

Salafi da'wah has solid principles so that anyone who holds on to it always feels happiness, as for the purpose of salaf da'wah, first; calls on Muslims to understand religion in accordance with the Qur'an and As-Sunnah. Second; Calling on Muslims to be able to understand the meaning of kufr, bid'ah, khurofat, and superstition. Third; Calls on Muslims not to fall into the behavior of kufr, bid'ah, superstition and khurofat. Fourth; Calling on Muslims to do the sunnah and love the Prophet in everyday life (Aneigia Branchais dan Machfud Fauzi 2021).

The rapid development of the salafi movement in West Sumatra is inseparable from the relationship between salafi figures and political rulers in West Sumatra (Dwi 2022). So that it makes it easier for salafi groups to broadcast their teaching ideology, not only that, salafi groups also get access to building mosques and educational institutions that can not be separated from the help of local businessmen, political figures and regional officials. The figures who spread salafi da'wah are not only spread by salafi figures in West Sumatra, but are also spread by West Sumatran students who have studied in Medina. In addition, social media such as YouTube has become a tool in purifying aqidah and spreading the sunnah for salafi preachers.

The salafi movement has had its own space in the midst of the people of West Sumatra, this understanding has developed and is easily accepted by the local community. The existence of the construction of salafi mosques and educational institutions such as salafi schools and pesantren in West Sumatra is evidence of the existence of salafi groups in West Sumatra.

2.2. Surau TV: Diagnosis of Islamic Inspiration

The diagnosis of Islamic inspiration studied by Surau TV explains that the social problems currently being faced can affect the relationship between religious communities and attitudes in religion itself, it can be concluded by looking at the many content that has been distributed by Surau TV, there are several social problems that are narrated in the content of the propaganda. So it is necessary for Surau TV as a medium for preaching Islam in diagnosing social problems that exist in the West Sumatra area. Because basically religion has a role in overcoming existing benefits, including social problems in West Sumatra.

Diagnosis of the application of Islamic law in overcoming social problems in West Sumatra, there are three forms of diagnosis including, diagnosis of addiction in technology, diagnosis of usury transactions and diagnosis of interactions between Muslims and non-Muslims. The diagnosis of addiction in technology uploaded by Surau TV on December 30, 2020 entitled "Keeping Children from Technological Development", and related discussions are also contained in Surau TV's content uploaded on January 24, 2022 with the title "Advice for Game Addicts" . Content that discusses the use of technology was delivered by Ustadz Dr. Syafiq Riza Basalamah, MA is a social problem that is currently being experienced,

Figure 1.5

Ustadz Syafiq Riza said that the use of technology such as social media and playing games that are not directed and do not know time is a form of futility in life and reflects the formation of bad Muslims. Furthermore, the content reveals a technological attitude that has no boundaries can create a bad character in a person so that this can be a threat to both oneself and a threat to religion and the state.

Furthermore, the diagnosis of usury transactions is also one of the social problems brought on by Surau TV's youtube content. The diagnosis is based on the da'wah content, which was uploaded on February 4, 2020 with the title How to avoid Riba? by Buya Faisal Abdurrahman, Lc. MA, then the content uploaded on July 3, 2020 with the title "The Dangers of Riba Buying and Selling Property" by Ustadz Abu Ya'la Hizbul Majid, Lc, then the content uploaded on August 22, 2020 with the title "Harta Results of Work in the Bank" by Ustadz Dr. Erwandi Tarmizi MA, as well as the content uploaded on January 3, 2022 with the title "Stuck in Online Loan Debt" by Ustadz Dr. Syafiq Riza Basalamah, MA.

Figure 1.6   Figure 1.7

The explanation regarding usury transactions in Surau TV content has been widely discussed by several salafi clerics, this shows that a serious problem in today's life is that the massive transactions used still use usury so that this is a driving factor for Surau TV to overcome this. The rise of the phenomenon of online loan advertisements in various digital media has become its own convenience for media users in making online loans, in addition to daily transactions that still use usury such as buying and selling, and in meeting their daily needs they still use usury income. The many conveniences offered by the use of usury transactions are considered to be able to shape a person's personality to be lazy to try or work.

The content explains the factors that influence the community in conducting usury transactions including, *first*, a lifestyle that is not up to standard, a person's high lifestyle is a driving factor in conducting usury transactions. Second, the habits that have been carried out, habits that have been ingrained in causing a person to carry out usury transactions, are the result of being accustomed to doing usury transactions which have become a habit, thus shaping one's personality into a bad person. In line with the observations that have been made that culture, level of education, personality and coping have become supporting factors in conducting usury transactions.

In addition to the diagnosis of addiction in technology and the diagnosis of usury transactions, Surau TV also develops a narrative on how to build relationships between peopleMuslims and non-Muslims in accordance with Islamic law. The diagnosis of the interaction between Muslims and non-Muslims is presented in the uploaded content with the titles "When a Non-Muslim Friend Dies", "Muslim Attitudes In An Environment That Is Not In Accordance with the Sunnah" and "Facing Bad Neighbors" presented by Ustadz Dr. Syafiq Riza Basalamah, MA. In these contents, Surau TV emphasizes the attitude that a Muslim needs to take in establishing relationships between fellow Muslims and non-Muslims.

Figure 1.8

Figure 1.9

The diagnosis related to the interaction between fellow Muslims in Surau TV content is due to the friction that occurs between fellow Muslims in the form of attitudes and bad treatment carried out between one Muslim and another, further understanding of the teachings of Islam.Different Islam is one of the main problems faced by other Muslim groups. Such as tahlilan events, prayer events and other events deemed by the salafi group to be inconsistent with the Qur'an and Sunnah. Not infrequently there are disagreements that occur between conservative Islamic groups and moderate Islamic groups regarding the understanding of Islamic teachings. Surau TV emphasizes being kind to the bad treatment carried out by other Muslims and still showing Muslim identity according to the Qur'an and Sunnah, even though they are in an environment that is not Sunnah by not participating in a series of activities that are contrary to the Sunnah and supporting each other's needs. necessary, such as greeting, helping when in trouble, and visiting when sick. Basically, Islam never says that there is a division of unity between Muslims, it's just that different views in understanding Islam cannot be concluded so that it is not hereditary regarding Islam that has never happened.

Diagnosis of the interaction between Muslims and non-Muslims in Surau contentTV emphasizes the limits of tolerance between Muslims and non-Muslims. The attitude of the limits of tolerance presented by the content, such as a strict prohibition on giving Christmas greetings or greetings for non-Muslim celebrations. In addition, the emphasis on the limits of tolerance was also emphasized by Surau TV. Muslim attitudes about non-Muslims who died by simply attending and expressing condolences to the bereaved families, the limits of tolerance directed by Surau TV aimed to ward off or avoid the destruction of the unity of the ummah. Muslim. Controversy regarding Christmas greetings never ends because there are groups who say they are allowed, under the pretext of small talk as a form of tolerance for the people who celebrate. Besides that, the attitude of the people of West Sumatra, which is still considered to have not touched the realm of the Qur'an and Sunnah, has made Surau TV raise content with discourses on social issues and then narrated according to the Qur'an and Sunnah as understood by Surau TV.

Understand what the Surau channel is sayingTV, is a framework of embodiment in overcoming social problems that are happening. Contents that are inclusive and tolerant are a form of manifestation of Surau TV's ideas in dealing with differences in religious understanding and attitude in religion.

2.3. Surau TV: Prognosis of Islamic Inspiration

If the diagnosis section emphasizes more on the causes of the presence of a problem from the events contained in the content. The prognosis section plays a very important role in taking follow-up actions from the diagnosis section, which is to provide solutions. Surau TV diagnoses that problems related to addiction in technology, usury transactions and the relationship between Muslims and non-Muslims, can form a bad character and have the potential to damage aqidah.

Responding to the problem of addiction in technology, Surau TV content offers a solution to reduce addiction in technology, by leaving things that are not useful, the solution provided by Surau TV is interpreted as getting closer to Allah by reading the Al-Quran and doing the recommended sunnah, and directing the use of social media to more useful contexts, such as accessing YouTube to hear studies and so on.

Responding to problems in usury transactions, Surau TV has offered solutions to abandon transactions related to usury, including: *first*, by improving lifestyles, the phenomenon of hedonic lifestyles which is a driving factor for people to live with luxurious and affluent standards without having to do hard work, and with the convenience provided by the online loan feature, people must come into contact with these usury transactions. The need to improve lifestyle in reducing the use of usury transactions is a suggestion for Surau TV regarding existing problems. Second, increasing knowledge related to usury, the lack of public knowledge about usury transactions according to Islamic teachings, is one of the factors for people to carry out usury transactions. Thus, to overcome this, the need for an understanding of usury is an alternative that is very helpful in reducing the use of usury transactions. Third, diligent work and trust in Allah Subhanahu Wa Ta'ala is the main solution emphasized by Surau TV. The sufficiency of the needs that have been found after trying and the adequacy of spiritual needs become a powerful solution in avoiding the use of usury transactions.

Responding to problems related to people's interactionsMuslims and non-Muslims, in overcoming the bad treatment carried out by fellow Muslims with one another, Surau TV offers a solution to deal with the bad attitude of fellow Muslims. In addition, in responding to the attitude problem that must be done when in an environment that is not in accordance with the Sunnah. Problems that arise due to differences in views in understanding Islam become a problem for Muslims themselves, so Surau TV offers a solution in overcoming these problems, first, helping each other when you see a Muslim brother who is affected by a disaster, so that by doing this if there is previous enmity then will turn into friendship. Second, mutual respect for differences of opinion, even though in the context of understanding the teachings of Islam have been different,

The offer of solutions to the problem of interaction with non-Muslims is the same, for content related to interaction with non-Muslims, Surau TV often gives warnings about the limits of being tolerant, Surau TV considers that being tolerant must have size and limits, not For no reason, unlimited and immeasurable tolerance is feared to have an impact on the destruction of one's aqidah.So to find out how tolerance is in accordance with Islamic teachings, it is necessary to know and understand the value of tolerance in accordance with Islamic teachings, so that the implementation of tolerance values is in accordance with what is expected by Surau TV. Furthermore, responding to the attitude of Muslims when non-

Muslims die. Surau TV explained that in overcoming these problems, Muslims are encouraged to simply express their condolences to the bereaved family, without interfering in the non-Muslim funeral procession. And responding to problems that have never ended in giving Christmas greetings to non-Muslims who celebrate it. According to the Quran and Sunnah, Surau TV provides an explanation of the attitude that should be taken by Muslims in overcoming the problem of saying the Christmas celebration. It is permissible to say this celebration can be done under certain circumstances, such as the situation where a Muslim minority lives in the midst of a non-Muslim majority, so that the attitude of congratulating non-Muslims on Christmas celebrations aims to save Muslims from being oppressed in the midst of the non-Muslim majority.

The solution offered by Surau TV in overcoming problems related to the application of Islamic law in daily life is done by quoting verses from the Koran, citing the opinions of scholars and taking from life stories at the time of the Prophet. So that with the solution offered by Surau TV, the application of Islamic law will be easier to apply in everyday life.

2.4. Surau TV: Islamic Inspirational Motivation

The use of the Youtube channel by Surau TV in broadcasting its da'wah continues to be carried out in order to improve existing social problems. The call for improvement to these problems is presented in Surau TV content as a form of motivational framing carried out by the Surau TV Youtube channel in overcoming social problems in accordance with the Qur'an and Sunnah. In the issue of technology addiction in the content entitled "Advice for Game Addicts", Surau TV emphasizes leaving things that are not considered beneficial, this is a form of forming good character, similar to the content entitled "Keeping Children from Technological Development" , which are calls by Surau TV to utilize technology as needed.

In addition, problems related to usury transactions have also become the focus of improvement by Surau TV in its Youtube content. The problem of usury transactions is a very serious problem for Surau TV, it can be seen by the large number of contents discussing usury transactions on Surau TV's Youtube channel. Like the content entitled "The Dangers of Riba Selling and Buying Property", in the content Surau TV invites not to conduct usury transactions in terms of buying and selling, including buying and selling property. A similar theme is also presented in the content entitled "How to Avoid Riba", "Wealth of Work in the Bank", "The Law of Money Following Insurance", "Renting a House Involved in Riba", and content entitled "Stuck in Online Loan Debt". The efforts made by Surau TV in overcoming the problem of usury transactions continue to be carried out through its Youtube channel. The reasons for Surau TV need to overcome the problems of usury transactions, among others, the case of usury is a matter that is hated by God, and will get a painful torment for those who do it. Furthermore, usury also does not provide benefits but only brings harm. For that reason, Surau TV is aggressively spreading content in eradicating usury transactions.

The last problem is related to the interaction between Muslims and non-Muslims, Surau TV tries to cover problems in interacting between Muslims and non-Muslims, contained in the content entitled "Dealing with Bad Neighbors", "Muslim Attitudes in the Environment Not According to the Sunnah", " Muslim Laws and Attitudes in Merry Christmas", and content entitled "When a Non-Muslim Friend Dies". Discussions related to attitudes in establishing friendships

with fellow Muslims and emphasizing limits on the value of tolerance for non-Muslims became a special discussion on the Surau TV youtube channel. The resolution of the problem according to Surau TV's view on its Youtube channel, cannot be separated from the arguments of the Qur'an and As-Sunnah as well as stories from the time of the Prophet and his former companions. So that, the motivation carried out by Surau TV is nothing but to shape the character and personality of Muslims in accordance with the Qur'an and Sunnah.

3. CONCLUSION

This study shows that the Surau TV channel is not just da'wah content that spreads Islamic teachings related to aqidah and fiqh, but also content that contributes to the discourse of prevention and at the same time overcoming the current social problems. Surau TV diagnoses that the problems that are happening today will be able to disrupt the growth and development of future generations in achieving good character and in accordance with Islamic law, so a prognosis strategy is needed to overcome these problems. The prognosis strategy offered by Surau TV is to present content that contains elements of the application of Islamic law in daily life that are sourced from quotes from the Koran, citing the opinions of scholars, tells stories at the time of the Prophet related to the topic of these social problems. In addition, a motivational strategy is needed, the use of the Youtube channel by the salafi group, has succeeded in bringing Surau TV to its interests which is determined to bring Muslims to stick to the Qur'an and Sunnah. Although Surau TV is often criticized for being exclusively religious, Surau TV is able to package da'wah content. has succeeded in bringing Surau TV to its interests which is determined to bring Muslims to hold fast to the Qur'an and Sunnah. Although Surau TV is often criticized for being exclusively religious, Surau TV is able to package da'wah content. has succeeded in bringing Surau TV to its interests which is determined to bring Muslims to hold fast to the Qur'an and Sunnah. Although Surau TV is often criticized for being exclusively religious, Surau TV is able to package da'wah content.

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