THE INFLUENCE OF HABIB JAFAR'S PERSONAL BRANDING ON SOCIAL MEDIA (INSTAGRAM) ON SOCIAL RELIGIOUS BEHAVIOR

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Abstract*:* Social media, particularly Instagram, facilitates global social interaction and allows users to share stories and build self-images, known as personal branding. This study examines how Habib Jafar, a religious influencer, uses personal branding on Instagram to influence his followers' religious social behavior. The research aims to analyze the impact of Habib Jafar's personal branding on his followers' religious social behavior. Using a quantitative approach, 100 Instagram followers of Habib Jafar were surveyed with a 41-question questionnaire on a 1-5 scale. The data were analyzed using normality, linearity, and regression tests with SPSS 22. The findings show that the data distribution is normal and linear, and the regression test indicates a significant influence of personal branding on religious social behavior, with a significance value of $0.000 < 0.05$.

Keywords: Instagra; personal branding; religious social behavior.

I. INTRODUCTION

Message In the current digital era, humans cannot escape social media which can make it easier for humans to communicate easily and change and shape social and religious values. This is well received by people in the world because of the convenience it offers, both technically and economically. Social media is an internet platform that can enable someone to communicate virtually and continuously with their community (Holmes [1]). Social media is any form of interactive communication media that allows two-way interaction and feedback (Kent [2]). Meanwhile, social media is a label for digital technology that allows people to connect, interact, produce and share various message content (Lewis [3]). Thus, it can be concluded that social media is a platform in cyberspace that facilitates individuals to connect through digital technology networks. The presence of social media creates a phenomenon that can see and understand the influence of social media on society and culture in society (Ritzer & Goodman [4]). From several social media platforms, we know that there are many social media users in Indonesia (Rohmadi [5]). It does not rule out the possibility that social media has had a big influence on society in Indonesia and even in the world (Siregar [6]), because it is quite helpful in erasing the distance between people, so it is very effective in shortening time in communication (Sajida et al. [7]). One of the social media that is widely used by people is Instagram. Based on Napoleon Cat's report, there are 89.67 million Instagram users in Indonesia with a percentage of 33.5% of the entire Indonesian population in December 2023. This proves that Instagram is quite present in Indonesian society. Instagram is a place for social interaction that can be reached easily and can change our perspective on the surrounding environment, namely by looking at the knowledge shared by influencers, especially religious

influencers. This also does not make it difficult for people to learn religious knowledge. One of the knowledge that is wrapped in content and can be easily accessed by the public is looking at the preaching of ulama. Instagram also offers a new space for religious figures to influence their followers through personal branding (Wesfix [8]). Personal branding is a process in which individuals promote a desired self-image to achieve certain goals. Habib Jafar, a cleric who is active on Instagram, is an example of a religious figure who uses personal branding to spread religious and social messages to thousands of followers.

One of the accounts of well-known religious figures in Indonesia who has succeeded in creating his personal branding on Instagram is Habib Jafar, who has so many followers on social media. The Instagram account @Husein_hadar attracts more than 5M followers. This happens because he has a big influence on everyone. However, it takes a long time to make a big impact and build a name on social media. This number is not obtained easily because building a follower base on social media platforms like Instagram is not easy and requires great effort and patience to attract the attention of Instagram users (Wardah [9]). Therefore, the concept of personal branding is very important for religious influencers like Habib Jafar Al Hadar. Personal branding not only functions as a tool to introduce oneself and convey the desired vision and mission (Dewi [10]; Prasetyo & Febriani [11]), but also as a way to build a positive self-image (Anshori [12]). Habib Jafar as a religious influencer has a significant role in spreading religious messages through social media (Atmoko [13]). Its existence creates a social phenomenon that is worthy of research, especially to understand how its influence shapes people's views and behavior. The more often a person uses social media

to learn about religion, the more indirectly it will influence him, so that his understanding of religion will increase (Malady **[14]**).

Habib Jafar uses personal branding to build and convey a consistent self-image, including moderate and inclusive religious teachings as well as social values that are relevant to modern life. Through various posts, stories and direct interactions on Instagram, Habib Jafar has succeeded in attracting the attention of thousands of followers who are not only influenced by his religious teachings but also by the way of life and social values he conveys. It takes sufficient time and the right strategy to build a strong self-image and implement effective methods of preaching and using social media in this modern era. As a religious figure, Habib Jafar wraps his religious content by adding humor and local wisdom that can be accepted by the community and collaborating with other religious figures such as priests, monks and others. This is what makes his Instagram followers interested in following him. Habib Jafar is considered a religious figure who can help build new perceptions or views and how to act socially to build strong solidarity with other religions in Indonesia. Of course, Habib Jafar's many followers on Instagram will provide many different responses and influences. This research aims to see the response from Instagram followers regarding Habib Jafar's influence on social media, especially on Instagram.

II. RESEARCH METHODS

This research uses quantitative research, by collecting large amounts of data in the form of numbers that can be measured (Rukajat **[15]**). This approach involves collecting, processing, analyzing and presenting data based on quantity or quantity, with the aim of solving problems or testing hypotheses to develop general principles (Duli **[16]**). The quantitative approach is based on the belief that observed symptoms can be measured in numerical form, allowing the use of statistical analysis techniques (Sugiyono **[17]**). Quantitative research can also be interpreted as research that is structured and quantifies data so that it can be generalized (Anshori & Iswati **[18]**). The research population is the total number of analysis units whose characteristics can be predicted and at least have more or less the same characteristics (Arikunto **[19]**). Population becomes a frame of reference that allows researchers to detail and determine relevant criteria in exploring and concluding information from certain groups. The population of this research is followers of Habib Husein Jafar's Instagram account (Abdullah & Karim **[20]**; Djaali & Muljono, **[21]**). The sample is a small portion of the total number and characteristics possessed by the population (Ardial **[22]**). If the population is large, the sample is taken as a representation of the entire population. Researchers used the Slovin formula to calculate the sample size with an error rate of 10%. Then the results obtained were 99.99 rounded to 100 respondents. In this research, the author uses a purposive sampling technique, namely the author as a research instrument determines informants who can provide information related to the problem to be studied. This technique was chosen so that the author could research by selecting informants based on their ability to provide accurate data. In this context, the main criteria are followers on the Instagram account @husein_hadar.

Research instruments are measuring tools that meet academic requirements and can be used to measure an object or collect information about a variable. According to Arikunto **[19]**, research using quantitative information techniques more often uses questionnaires or questionnaires for the following reasons: (1) it is more efficient in terms of time. Using questionnaires or questionnaires saves time and speeds up the research process, allowing researchers to reach many respondents in a short time. relatively short., (2) more effective because respondents can answer at their own pace within the specified time limit, so that the data collection process becomes more effective., (3) Respondents can answer anonymously without having to state their identity, which allows them provide answers honestly and free from social pressure, (4) can be standardized so that all respondents receive the same questions (Arikunto **[19]**). Sugiyono **[17]** states that the number of research instruments used will be adjusted to the number of variables to be studied. This research uses a questionnaire as a research instrument. Each element of the question and answer choices in the questionnaire or questionnaire for each variable uses a 1-5 Likert scale (Sugiyono **[17]**). The research process was carried out by referring to Instagram followers @husein_hadar as the research sample (Nurdin & Hartati **[23]**). The sample for this research was taken using the sloving formula from the number of followers of @husein_hadar, the result of which was 100 respondents. The research target was followers of @husein_hadar with a following range of <6 months to 2 years. The time for collecting data for this research was June 19 2024 to June 26 2024. The research instrument used was a questionnaire consisting of 41 questions with a scale of 1-5 (Kotler & Keller **[24]**). The questions in the questionnaire include questions about variable The distribution of research data was carried out by classical assumption testing which aims to determine the extent to which the regression model created can be used as a good predictive tool. The classic assumption tests used in this research are the normality test, linearity test, and regression test.

III. RESULTS AND DISCUSSION

The scope of this research was conducted by appointing 100 Instagram followers @husein_hadar as respondents. There were 100 respondents based on confirmation of data entered within the specified time limit. The research target is followers of @husein_hadar with a following range of <6 months to 2 years. The time for collecting data for this research is June 19, 2024 to June 26, 2024. The normality test aims to find out whether the sample studied is normally distributed or not. This research uses a normality test with the Kolmogorov Smirnov method to determine whether the data is normally distributed or not, which can be seen in the significance section in Table 1.

Table 1.   Normality Test of Habib Jafar's Personal Branding Data on Social Religious Behavior

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.6000000
	Std. Deviation	8.34156296
Most Extreme Differences	Absolute	.078
	Positive	.044
	Negative	-.078
Test Statistic		.078
Asymp. Sig. (2-tailed)		.136[c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Based on the normality test data produced by the SPSS version 22 output, it can be seen that the results of the normality test show that the significance value is 0.136 > 0.05 so that the data can be concluded to be normally distributed data. The linearity test is to test whether there is a linear relationship between the independent variable and the dependent variable. The following is a linearity test table:

Table 2. Linearity Test

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Perilaku Keagamaan (Y) * Personal Branding (X)	Between Groups	(Combined)	8566.827	30	285.561	3.028	.000
		Linearity	5948.693	1	5948.693	63.069	.000
		Deviation from Linearity	2618.134	29	90.280	.957	.538
	Within Groups		6508.083	69	94.320		
	Total		15074.910	99			

Based on the results of the linearity test output above, the sig value is known. deviation from linearity is 0.538 > 0.05, so it can be concluded that there is a linear relationship between the personal branding variable and the socio-religious behavior variable. The regression test was carried out to obtain a mathematical pattern of relationship results from variable X personal branding and variable Y social religious behavior, and to determine the magnitude of changes in variable The results of the regression analysis are presented below in Table 3.

Table 3. Regression Test

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	65.618	6.814		9.630	.000
	Personal Branding (X)	.950	.119	.628	7.992	.000

a. Dependent Variable: Religious Behavior (Y)

The results of the regression analysis of Habib Jafar's personal branding on social media on social religious behavior presented in Table 3 have a significance value of 0.000 < 0.05, so it can be concluded that there is an influence of Habib Jafar's personal branding on social media on the social religious behavior of his Instagram followers. A more detailed explanation is that the constant value (a) is 65.618, while the X value (b or regression coefficient) is 0.950. So the regression equation:

$$Y = a + bX$$
$$Y = 65.618 + 0.950X$$

It means:

It is known that the value of a (constant) is 65.618, which means that the constant value of the socio-religious behavior variable is 65.618.

It is known that the regression coefficient (b)

The regression coefficient value is positive, so it can be concluded that the direction of the viewing variable towards Habib Jafar's personal branding variable on social media towards the social religious behavior of his Instagram followers is positive. Based on the significance value, from the coefficients table, a significance value of 0.000 <0.05 is obtained, so it can be concluded that the personal branding variable (X) has an influence on the social religious behavior variable (Y). Meanwhile, based on the t-count value, it is known that the t-count value is 7.992 and the t table will be searched using the following formula:

t table = (α/2 n-k-1)
= (0.05/2 : 100-1-1)
= (0.025 : 98)
= 1.894

From the formula above, we will look at it using Imam Ghozali's t table, so we get a value of 1.984. So, it can be concluded that the t value is 7.992 > 1.894 (t-table), so it can be concluded that personal branding (X) has an effect on the socio-religious behavior variable (Y). Next is the t-test, this test is used to test how each independent variable influences the dependent variable. This t-test has the same table as the regression test but has a different explanation below which is presented again for the t-test.

Table 4. T-test

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	65.618	6.814		9.630	.000
	Personal Branding (X)	.950	.119	.628	7.992	.000

a. Dependent Variable: Religious Behavior (Y)

Based on the t-test output in the table above, the sig value is 0.000 > 0.05 and the t-count value is 7.992 > 1.894. So the conclusion drawn is that Ha is accepted while Ho is rejected, meaning that there is an influence of Habib Jafar's personal branding on the social and religious behavior of his Instagram followers. The coefficient of determination test aims to measure how big the influence of the independent variable is on the dependent variable. In the SPSS output, the coefficient of determination is located in the model summary and is written R Square. The R Square value is declared good if it is above 0.5 because the R Square value ranges between 0-1. In general, samples with time series data have a fairly high R Square and

Adjust R Square with values above 0.5%. Below is a table of the coefficient of determination (R Square).

Table 5. Coefficient of Determination Test
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.628ª	.395	.388	9.65011

a. Predictors: (Constant), Personal Branding (X)
a. Dependent Variable: Religious Behavior (Y)

Based on the output of the table above, it explains the magnitude of the correlation or influence value (R), which is 0.628. From this output, the coefficient of determination (R Square) was 0.395, and the adjusted R Square was 0.388. This means that 39.5% of the variation in variable X or personal branding has the ability to explain variable Y or social religious behavior. Meanwhile, the remaining 60.5% (1-0.395 or 100%-39.5%) is explained by other variables outside the existing ones. Based on the results of data analysis, there is an influence of X on Y. This provides an understanding that Habib Jafar's personal branding on social media has an influence on the social and religious behavior of his followers. This is in accordance with the opinion of Kent [2], that social media is a form of interactive communication media that allows interaction and is able to have an impact on the self-identity of a group, especially Instagram users (Prastiwi [25]).

Religious influencer Habib Jafar forms religious social behavior attitudes through social media, especially by creating preaching content that can grow his personal branding by instilling values of solidarity towards others via Instagram (Alby [26]; Prasetyo & Febriani [11]). This will make Habib Jafar's personal branding influence the social and religious behavior of his Instagram followers, especially regarding a person's psychology and ethics. Religious social behavior has psychological, social and even ethical impacts (Lisnawita et al., [27]; Mukti [28]). Personal branding on social religious behavior in the form of faith, sharia and morals can improve a person's image in appearing in front of an audience of people and on social media. This gets a response from both a person and a group of people affectively in the form of attitude (being a pious person) and psychomotorly in the form of actions (carrying out worship) (Mariati [29]). The role of forming personal branding by instilling faith, sharia and morals in the modern era is to support the formation of character or activities that lead to positive things for a group of people (Tamimy [30]). Apart from the positive influence of the Instagram application, there are also quite a few negative influences from the content presented, namely, wasting productive time looking at videos and photos of content on the Instagram user's homepage (Thaib [31]). Because Instagram users are not limited by age, they can easily access content on Instagram, and hate speech, because there is quite a bit of bad content, is a trigger for people to argue freely (Madhani et al. [32]).

IV. CONCLUSIONS

From the results of the discussion that has been presented, it can be concluded that there is an influence of Habib Jafar's personal branding on the social and religious behavior of his Instagram followers.

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