

COMMODIFICATION OF HADITH IN SOCIAL MEDIA: ANALYSIS OF THE VIRTUES OF AJWA DATES IN THE INSTAGRAM ACCOUNT "KURMA AJWA MADINAH ROYAL"

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Abstract: This article aims to examine the dynamics of religious movements and forms of commodification of the hadith on the virtues of Ajwa dates on the Instagram account "Kurma Ajwa Madinah Royal". This article answers research questions related to the hadith discourse on the virtues of Ajwa dates and efforts to commodify Ajwa dates in the Instagram account "Kurma Ajwa Madinah Royal". In answering the questions, this article uses a qualitative-descriptive approach combined with Roland Barthes' semiotic analysis method. The results of this study conclude that there seems to be a shift in the function of the hadiths regarding the virtues of ajwa dates, the hadiths used as a medium of introduction or promotion on the Kurma Ajwa Madinah Royal Instagram account have a tendency where the hadiths used "seem" to be used as a legitimacy to increase sales, in addition to using pamphlets containing translations of the hadith matan of the virtues of ajwa dates on the account also associate hijrah artists as well as famous ustaz in the account.

Keywords: commodification; hadith; Ajwa dates; social media

Abstrak: Artikel ini bertujuan untuk mengkaji dinamika gerakan keagamaan dan bentuk-bentuk komodifikasi hadis keutamaan kurma ajwa pada akun instagram “Kurma Ajwa Madinah Royal”. Artikel ini menjawab pertanyaan penelitian terkait wacana hadis keutamaan kurma ajwa dan upaya komodifikasi kurma ajwa dalam akun Instagram “Kurma Ajwa Madinah Royal”. Dalam menjawab pertanyaan yang ada, artikel ini menggunakan pendekatan kualitatif-deskriptif dipadukan dengan metode analisis semiotika Roland Barthes. Hasil dari penelitian ini menyimpulkan bahwa nampaknya terdapat pergeseran fungsi hadis-hadis mengenai keutamaan kurma ajwa, hadis yang digunakan sebagai sebuah media pengenalan atau promosi pada akun Instagram “Kurma Ajwa Madinah Royal” memiliki kecenderungan dimana hadis-hadis yang dipakai “kelihatannya” dijadikan sebagai sebuah legitimasi untuk meningkatkan penjualan, selain menggunakan pamflet-pamflet yang berisi terjemahan matan hadis keutamaan kurma ajwa pada akun tersebut juga menggait para artis hijrah juga ustaz-ustaz terkenal di dalam mempromosikan kurma ajwa yang ditawarkannya.

Kata kunci: komodifikasi; hadis; kurma Ajwa; media sosial

Introduction

Religion not only talks about rules that are always a guide for its adherents, but it also contains sacred religious symbols, such as in Islam, dates, zam-zam water, and prayer beads are examples of religious symbols (Maqsood, 2014). Capitalists apparently take advantage of these religious symbols by turning them into an opportunity to extract maximum profits.

Religious symbols have been changed by capitalism, whether in the form of objects or intangible objects, from something that has use value to exchange value to obtain a profit (Fauziah & Puspita, 2022). Capitalists are always able to read market opportunities and can adapt more quickly to existing conditions in society (Elanda, 2019). Fakhruroji said that commodification explains the way capitalists maintain their goals in accumulating capital or in realizing a transformation of use value into exchange value.

Complex historical and cultural constructions constitute commodification religion (Syaepu & Sauki, 2021). However, the commercial characteristics that exist appear very real. Which are then reproduced in certain cultural situations after which cultural frameworks are required to emphasize their symbolic and socio-economic importance (Mokodenseho & Puspitaningrum, 2022). The term commodification is a loan word taken from English where in Indonesian the basic word is commodity which means merchandise, pleasure and deliciousness (Amna, 2019).

In the beginning, commodification was not present to give birth to a new religious system or movement that opposed or opposed existing religious principles and beliefs, but the presence of commodification positioned religion as an object or auxiliary object to make a commodity suitable for consumption in society using an approach spiritual function of religion (Zailani & Ulinuha, 2023). One of the commodifications of religion also occurs in the Islamic religion (Mokodenseho & Zamhari, 2021). According to the Pew Research Center, in its research in 2015, it was concluded that there are around 1.8 billion Muslims in various parts of the world or equivalent to 24% of the second largest population, or Islam will be the religion that is ranked second as the largest religion in the world

(Umar, 2020).

There are many examples of forms of commodification of the Islamic religion, including symbols of piety, such as robes for women and men, hijabs and skullcaps, resulting in the things mentioned above no longer just talking about clothing to cover the private parts but more than that, namely to Beautify your appearance by following current trends. Not only in the form of clothing, in the food and drink sector we can also find examples of commodification, one example of which researchers suspect is that there may be commodification in it is related to the sale of dates which is carried out by including the hadiths of the Prophet. The hadiths about dates which have long been understood to contain many benefits seem to have been commodified in the account "Kurma Ajwa Madinah Royal". This is proven by the massive use of hadith in the account's posts with various content concepts.

Studies on the commodification of hadiths on the virtues of Ajwa dates on social media have escaped the attention of scholars and researchers. The trend of studies that have been developing so far can be classified into at least three aspects, namely studies related to the quality of hadith, studies of ma'ani al-hadith and integration-interconnection studies which try to dialogue the kurma hadith from various perspectives. Apart from that, there are also writings that discuss the "shift" of the function of the Prophet's hadiths, some of these studies includeas in the thesis written by Hari Putra Z entitled "Commodification of the Hijrah Fest Hadith" (2021), "Commodification of Al-Qur'an and Hadith Teachings in Online Clothing Shops Muslims on Instagram" written by Amalia (2022), "Representation of the Meaning of Hadith on Social Media (Use of Hadith for Marketing on Instagram)" written by Rosa (2023), and "Capitalization of Religion towards the Market, Commodification and Commercialization of "Religion"" written by AF Adam.

From these studies, it appears that no one has tried to comprehensively examine efforts to commodify the hadith about dates on the Instagram account "Kurma Ajwa Madinah Royal". This article is a response to existing studies by filling in the gaps in research space that have not been touched by previous studies. The focus of this study is to reveal how efforts to

commodify the hadith on the virtues of Ajwa dates are carried out in the Instagram account "Kurma Ajwa Madinah Royal". In line with this, there are two questions asked (1) what is the discourse on the hadith of the virtues of Ajwa dates in the account "Kurma Ajwa Madinah Royal", (2) what are the efforts to commodify Ajwa dates in the account "Kurma Ajwa Madinah Royal".

Method

This research uses a qualitative-descriptive approach (Yuliastuti, 2023) which is combined with Roland Barthes' semiotic analysis method (Gunawan, 2020). Semiotics is a term that comes from the Greek word *semeion* which means sign or comes from the word *semeiotikos* which means sign theory. There are many meanings put forward by experts regarding what semiotics is. Where semiotics experts differ in providing definitions related to the meaning of the word semiotics. However, despite this, the definitions put forward by experts actually agree that semiotics is the science that studies signs.

The semiotics used in this research is Roland Barthes' semiotics (Wibisono & Sari, 2021). In 1956 Barthes studied Saussure's work, since then Barthes realized the possibilities of applying semiology to other fields. However, Barthes' view is different from Saussure, where he holds the view that semiology includes linguistics, not the other way around. Therefore, Barthes' semiology is a form of development of Saussure's semiology (Napilah et.al., 2021).

Results and Discussion

Before discussing the Instagram account that promotes Ajwa dates by presenting the hadiths of the Prophet SAW, the researcher will first touch on the buying and selling that existed during the time of the Prophet SAW. Buying and selling activities have existed since prophetic times, the buying and selling system used in the past was known as barter, where sellers and buyers met in the same place. However, as time goes by, technological sophistication makes things easier for today's people. Without having to have a meeting, buying and selling transactions can still be done online.

In contrast to the past, when someone wanted to buy something, he had to exchange it for goods as well, then it developed from exchanging goods to exchanging goods for money and even today payments are not only made in this way, you can still pay using credit cards, transfers. ATM, Indomaret, DANA (Pratiwi & Nuryana, 2021), OVO and various other payments that are often used when someone carries out online shopping activities.

The development of internet technology has had a very positive impact on business people, where buying and selling goods and services is carried out using existing electronic media, making buying and selling very easy nowadays without having to meet face to face between the buyer and the party offering the merchandise. According to Suherman, online buying and selling is an activity where sales and purchases are made online or via the internet, both services and goods (Saifuddin, 2003). So, when in the past you had to barter when you wanted to buy dates, nowadays there are many payment methods that can be used, and someone can even get dates by simply using a smartphone without having to go to the market first.

Portrait of the Instagram Account "Kurma Ajwa Madinah Royal"

One of the Instagram accounts that researchers tried to examine was an account that offered things that were often used as souvenirs for Hajj pilgrims, namely dates and Zam-Zam water. Not only that, this account also offers other health products such as pure honey and zuriat powder. An Instagram account called "Kurma Ajwa Madinah Royal" markets its sales by taking advantage of today's sophisticated technology. Not only limited to the Instagram application, but the owner of this date business has utilized various platforms such as Shopee, Tokopedia, Blibli, Gofood and even the Whatsapp application.

Looking at the various applications related to the sale of dates, researchers can conclude that the sales of dates from the "Kurma Ajwa Madinah Royal" account are already quite large because from their Instagram accounts the researchers see that many artists have been endorsed to introduce the date products on offer. Apart from that, the researcher also refers to the various platforms that have been used, thus further convincing the researcher that this business can be said to be quite successful. However,

even so, researchers saw on Google Maps that the date sales center was carried out in a house, not in a building which is usually referred to as a company.

The sales center for these dates is on Jl. Kumdang II C No. 2, Rt. 001/RW. 013, Tanah Tinggi, Tangerang District, Tangerang City, Banten 15119 (Rusdi, 2022). He started joining the Instagram application in February 2017, based on the information on Instagram, this account changed its name once while joining the Instagram application. Unfortunately, researchers did not find data regarding who the owner of this date business is, because on the Instagram application or other applications such as Shopee, Blibli and even on Google, researchers did not find information related to this, because what was displayed were only specifications or descriptions of the dates being offered.

Discourse on Hadiths in the Instagram Account "Kurma Ajwa Madinah Royal"

In marketing Ajwa dates, the Instagram account "Ajwa Madinah Royal Dates" uses various methods. Sometimes the account uploads pamphlets that are not at all related to dates, for example a post from 18 weeks ago (on June 20 2023 the post was uploaded 18 weeks ago) where the post only contains about the virtues of Friday. Sometimes they also upload pamphlets containing information about how the Prophet lived like the Prophet Muhammad and pamphlets commemorating celebrations in the Islamic religion, for example the celebration of Isra' Mi'raj.

The posts related to Ajwa dates can be seen in the image below:



Figure 1: Analysis of pamphlets containing translations of hadith

The image above was uploaded on November 24 2017 with 7 likes and 0 comments (Ajwa Dates Prophetic Dates, 2017a).

Terminology	Explanation
Denotation	The pamphlet above displays a quote from one of the hadiths narrated by Imam Bukhari, where the writing on the pamphlet is colored red.
Connotation	The excerpt from the translation of the hadith matan in the pamphlet only contains the translation of the hadith matan, it is not equipped with Arabic text nor does it contain the hadith sanad. The text on the pamphlet reads: "Whoever consumes 7 Ajwa dates in the morning, on that day he will not be affected by Hr's magic poison. Bukhary." The text on the pamphlet is displayed in

	red, where the color red is symbolized as a symbol of courage.
Myth	From all the elements in the pamphlet above, it can be interpreted that the Muslim community should have the courage and desire to implement the things recommended by the Prophet, such as consuming 7 dates in the morning which are believed to be able to ward off poison and magic.



Figure 2: Analysis of pamphlets containing translations of hadith

The image above was posted on September 20, 2021 (Ajwa Dates Prophetic Dates, 2017b).

Terminology	Explanation
Denotation	The pamphlet above contains the translated text of the Matan Hadith which also includes the narrator of the Matan Hadith and there is a picture of the product being offered, namely a can of Ajwa dates.

Connotation	The pamphlet above which quotes the translation of the hadith reads "Whoever eats a few Ajwa dates for breakfast every morning, neither poison nor magic will harm him that day until evening" Hr. Bukhari number 5768. In the background there are images of rekai, prayer beads, as well as mosque icons which show symbols in the Islamic religion. This pamphlet is a slight improvement compared to the first pamphlet because the second pamphlet has included the hadith number.
Myth	If you look at the pamphlet above as a whole, it can be interpreted that the religious symbols in the pamphlet are juxtaposed with the translated text of the hadith about the virtues of consuming ajwa dates, as if to convey that prayer beads are usually used for dhikr, and the Koran is used for dialogue. with Allah and the icon of the mosque which is understood as a place of worship as if its goodness is equivalent to the attitude of eating dates in the morning.



Figure 3: Analysis of pamphlets containing translations of hadith

The image above was posted on February 24, 2023 (Ajwa Dates Prophetic Dates, 2017c).

Terminology	Explanation
Denotation	The pamphlet above contains information that Ajwa dates are a type of date that is able to ward off poison. This is proven by including the pronunciation of the hadith matan as well as the translation. Apart from the hadith recitation, a picture of a can of Ajwa date products was also added.
Connotation	Over time, the pamphlets posted by the "Kurma Ajwa Madinah Royal" account have increasingly developed, because previously they only uploaded translations of Matan Hadith, but this post on February 24 included Rawi A'la as well as the Arabic text of Matan Hadith.
Myth	From the pamphlet above, it can be interpreted that the recommendation to eat dates really comes from the words of the Prophet because there are many hadiths that mention this and also the hadith used was narrated by someone closest to the Prophet, namely his wife. And the caption also includes why Ajwa dates are able to act as an antidote to poison, so the pamphlet has a great chance of attracting consumer interest.

As mentioned at the beginning, the researcher's initial hypothesis was that the hadiths on dates which had been understood to contain many benefits appeared to have been commodified in the account "Kurma Ajwa Madinah Royal". This refers to the massive use of hadith in the account's posts with various content concepts.

The post dated November 24 2017, for example, on the Instagram account posted a hadith using the hadith narrative of the virtues of Ajwa dates in promoting its products. As explained in the table above, the post only displays a translation of the hadith which says "Whoever consumes seven Ajwa dates in the morning, then on that day he will not be affected by poison or magic", then on September 20 2021 again posted a translation of a hadith which reads "Whoever eats a few Ajwa dates for breakfast every morning,

neither poison nor magic will harm him that day until evening (HR. Bukhari 5768)".

Some of these facts seem to indicate an attempt to commodify the hadith on the virtues of dates for commercial purposes. Also on February 24 2023, he posted a hadith again, where the post was directly in the hadith context without mentioning the sanad. The sound of the hadith is as follows:

إِنَّ فِي عَجْوَةِ الْعَالِيَةِ شِفَاءً، أَوْ إِنَّهَا تَرْيَاقٌ، أَوَّلَ الْبُكْرَةِ

"Indeed, the Ajwa date which comes from Aliyah towards the city of Medina in the highlands near Nejed contains an antidote or it is an antidote, and it is an antidote to poison if consumed in the morning."

On the other hand, the popularity of hijra artists also seems to be exploited in promoting Ajwa date products. This can be seen in the tendency of several posts on accounts that support many hijrah artists. Such as Zaskia Mecca, Laudya Cynthia Bella, Zaskia Sunkar, Revalina, Dude Herlino and many other emigrated artists. Researchers suspect this is part of an effort to become a strategy for the commodification of hadith.

Regarding posts on the "Kurma Ajwa Madinah Royal" account, what is uploaded is not only photos in the form of pamphlets as depicted above, but the hadiths conveyed on the "Kurma Ajwa Madinah Royal" Instagram account are also sometimes packaged in the form of short videos and there are also those that are only included in the caption. Some examples of the videos in question can be seen by visiting the following link:

<https://www.instagram.com/reel/ClqAHz5vcer/?igshid=YmMyMTA2M2Y=>

<https://www.instagram.com/reel/ClqAHz5vcer/?igshid=YmMyMTA2M2Y=>

<https://www.instagram.com/p/Ck7K0fkP4Xn/?igshid=YmMyMTA2M2Y=>

<https://www.instagram.com/reel/CbCyV0VF1NO/?igshid=YmMyMTA2M2Y=>

<https://www.instagram.com/p/CXLAVLqhvzl/?igshid=YmMyMTA2M2Y=>

<https://www.instagram.com/p/CXdIJs3MdtK/?igshid=YmMyMTA2M2Y=>

By looking at the example of the packaging of hadiths submitted on the Instagram account "Kurma Ajwa Madinah Royal" it can be understood that these hadiths are only "sung out". or asbabul wurud from the hadith he posted.

The first image was uploaded on November 24 2017 with 7 likes and 0 comments. It can be seen that in this post the model of hadith research is not written in full as it is known that the components of the hadith itself consist of sanad, matan, mukharrij and the number of the hadith itself. However, the post only displays the translation and mukharrij, namely Imam Bukhary.

Likewise in the second image which was posted on September 20 2021, where the post has slightly changed compared to the previous post because the post which was uploaded on September 20 started by mentioning the Prophet SAW and also included the hadith number. And the third picture shows a significant change. This can be seen from the post, even though it doesn't mention the sanad in full, it at least displays the rawi a'la, includes Arabic text and a translation of the hadith. Apart from that, the appearance is even more attractive because previously it was only limited to short writings and simple designs, but in the post uploaded on February 24 2023, product images were added to it.

From these posts it can be clearly seen that the hadith presented is not complete, because it does not fulfill the components of the hadith, namely not writing the sanad completely, there are even posts that only show the translation of the hadith. There is no information regarding the source of the hadith he uploaded and several posts are presented without Arabic text of the hadith.

Analysis of the Commodification of Hadiths on the Virtues of Ajwa Dates in the Instagram Account "Kurma Ajwa Madinah Royal"

After trying to analyze the Instagram account "Madinah Royal Ajwa Dates" researchers saw that the business owner who markets Ajwa dates is able to see and take advantage of existing opportunities. Indonesia is known as a Muslim-majority country where the Muslim community here always refers to Islamic values in living their daily lives by using religious symbols. Various types of goods, clothing and especially food, are always packaged in

such a way that contains "Islamic values" as a form of inducement for consumers.

Likewise, with the account "Kurma Ajwa Madinah Royal" where this account promotes ajwa dates by presenting the hadiths of the Prophet. It doesn't stop there, this account also collaborates with emigrated artists such as Zaskia Mecca, Laudya Cynthia Bella, Zaskia Sunkar, Revalina, Dude Herlino and many other emigrated artists. It has become common knowledge how influential the role of these public figures is in "influencing" society. This is proven by seeing the increase in sales of Ajwa dates after displaying hadiths and then making these Hijrah artists work partners in promoting Ajwa dates.

Looking at the posts on the "Kurma Ajwa Madinah Royal" account, the researcher concluded that there seems to be a "commercialization" of hadith in it, this can be seen from the packaging model used, namely by presenting the Prophet's hadith as one form of attracting buyers' interest. Regarding the way the hadiths displayed on the Instagram account are packaged, they have a characteristic or tendency, namely first, the hadiths are conveyed or uploaded, in the form of photos and short videos, some of which are delivered by ustaz who are already popular among public. Second, the hadiths presented are mostly just translations of hadiths without writing down the original hadiths in Arabic. Third, in these posts it is very rare to write sanad and numbering hadiths. Fourth, almost all the hadiths quoted come from Imam Bukhari and finally almost every post adds mukharrij at the end.

Researchers also observed that there were significant changes that occurred against the sale of dates on the Instagram account "Kurma Ajwa Madinah Royal" after including hadiths in his posts. Where sales of dates have increased, after postings in the form of hadiths of the Prophet SAW. Why the researcher can say that is because the researcher saw that there were many testimonials uploaded. And the researchers tried to find data on the Shopee account from Ajwa Madianah Royal Dates, then analyzed them by seeing how many dates were sold after posting pamphlets containing the hadith of the Prophet.

On the Instagram account "Kurma Ajwa Madinah Royal" a post in the form of a hadith pamphlet about the virtues of Ajwa dates was

uploaded in November 2017 and the researcher saw on the Shopee account of "Kurma Ajwa Madinah Royal" that at the beginning of 2018 sales had started to increase, although the researcher experienced difficulties in obtaining this data because in the Shopee comments column the existing reviews are not arranged based on time of purchase, but as far as the researchers can see, in the period from early 2018 to mid 2023, there have been two thousand reviews regarding the sale of Ajwa dates and they have been included in the category 'The 10 best sellers in Ajwa dates and almost all of the buyers' ratings showed a good response after placing an order, so that the "Ajwa Madinah Royal Dates" account received a 4.9 star rating, which means this account is close to a perfect rating and has succeeded in making sales of 4.3 thousand.

Researchers saw that the year figures in Shopee reviews only ranged from 2018-2023, while for 2017 researchers did not find any reviews. So starting from the things mentioned above which the researchers then used as the basis is that there was an increase in sales after adding hadiths to the uploads on the "Kurma Ajwa Madinah Royal" account. Different from before, there have been testimonials from consumers, but not as many as after the upload of the hadith of the Prophet SAW both on the Instagram and Shopee applications.

Conclusion

So far, hadith has been understood as a teaching that is carried out according to the meaning of the hadith text. As has been understood, there are 3 forms of understanding the Prophet's hadith, namely textual, contextual and intertextual. Especially in the current era, where the present is really very different from the time of the Prophet Muhammad, so it is very possible that there will be confusion if you understand the Prophet's hadith only based on the text. However, this is often forgotten where meanings outside the hadith text tend to be ignored, even though social space and times are always changing so efforts to understand/reinterpret the hadith text should be made, not just ignore it. As the researcher saw in the post on the "Kurma Ajwa Madinah Royal" account, the researcher saw that it seemed that the translation of the Matan hadith in the post was only interpreted textually. The researcher concluded that "it seems" there is a shift in function regarding the

hadiths regarding Ajwa dates, the hadiths used as an introductory or promotional medium on the Instagram account "Ajwa Madinah Royal Dates" have a tendency where the hadiths used seem to be used as a form of legitimacy to increase sales, researchers tried to confirm this by analyzing what kind of increase in sales on Shopee was after the date the pamphlet containing the advantages of Ajwa dates was posted on the Instagram application. Plus, the figures who are endorsed are also "hijrah" artists and the videos posted also feature "famous" ustaz who discuss the virtues, properties or benefits of the product offered, namely Ajwa dates, so as to increase the appeal for consumers. Muslims to buy what is offered, this can also be proven by looking at several comments in the column in the Shopee application, some customers know about this product from these artists, although not all of the artists endorsed are hijra artists.

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