



WHATSAPP AS A SOCIAL TOOL FOR THE MUSLIM WORLD

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ABSTRACT

An American professor by the name of Leonard Kleinrock was responsible for the development of the internet in the 1960s. This was a pivotal moment in the history of the information and communication industries. Because of this, written correspondence as well as digital apps such as text messaging that can be transmitted from mobile phones came into existence. Apps for communication that use this technology are only available in the form of short messages (SMS). However, you may find data-based apps, such as BlackBerry Messenger Whatsapp, for a wide variety of social media messengers, including Facebook, Twitter, Mighty Text, Telegrams, and Instagram. This investigation seeks to answer the question, "What sorts of uses does technology have for the Muslim society in terms of spreading media coverage and agendas?" by making use of qualitative methodologies that are based on phenomenology. You may be able to create a highly successful app for communicating Muslims' performance at muslimpro.com by making use of the app's capability to convey not only information but also photographs, video content for media content, daily ibadat, synchronized five articles of faith, and halal and haram denial. You can find more information about this app's capabilities here. The app's event editor also uses WhatsApp to send out the schedule for the day's media coverage and set up daily meetings between editors and the Muslim Society, which eliminates the need for phonograms. In addition, WhatsApp is used to set up daily meetings between editors and the Muslim Society. Because of advances in technology, individuals from different parts of the world are now better able than ever to connect with one another in an instant and to gain access to a wide variety of materials on the internet. There is a significant need for Islamic software, which is to be expected in a nation that has a population of more than 1.8 billion people. These apps contain everything from virtual tours of well-known mosques to online bazaars that offer only merchandise that is compliant with Islamic law.

KEYWORD: WhatsApp, Muslim, media, society, technology.

1. INTRODUCTION

Our lives have become more interconnected as a result of technological advancements; information and knowledge are now more readily available to us. It should come as no surprise that there is a massive Islamic app market with a range of accessible apps, ranging from augmented reality experiences of prominent mosques to halal fashion shops. The population of the Islamic world is approximately 1.8 billion.(shahid,2021)

Not only are Islamic apps gaining more and more fans, but they are also becoming an increasingly important part of daily life. It is crucial for Muslims to have access to apps that might help them stay on the straight and narrow in a society where Islamic principles are continuously under attack. In this world, Muslims need all the aid they can get. There are several Islamic apps available, and each one has its own set of special features and advantages over the others. The following are the top five Islamic mobile applications that every Muslim should download right away:

The advancement of technology has an effect on many different aspects of life, including the realms of communication and information. The Internet, which was initially developed in the 1960s by an American professor named Leonard Kleinrock, is currently having a significant effect on people all over the world. The invention had a significant impact because it prompted the development of additional communication

applications. These applications could take the form of written correspondence or digital applications in the form of text messages sent from mobile phones. Both types of applications have had a significant impact. Communication applications on this technology were initially only available in the form of short messages (SMS), but in the end, it also found data-based applications, specifically in the form of BlackBerry Messenger, WhatsApp, and various types of messengers on other social media, such as Facebook and Twitter. Initially, SMS was the only type of communication application available with this technology.

The handheld mobile phone, often known as a cellphone or hanphone, is a personal communication tool that, in conjunction with the rapid development of telecommunications equipment and internet networks in different regions of the world, appears to be a fundamental human necessity. A phenomenon that has just recently started to be fascinating in regard to the use of cellphones is the innovation of several significant corporations to manufacture a smart cellphone. This is a phenomenon that has been occurring. Smartphones that are sensitive to the requirements of humans.(Thota, 2015)

The BlackBerry smartphone, which competes with Android as well as Apple's iPhone and iPad for consumers of mobile devices, is one of the technologies that continues to excite users in the present day. The public, including the mass media, is interested in using the mobile phone because it



possesses a number of interesting features, as well as the convenience with which it can obtain quick information and specific functions that are exclusive to the mobile phone. Because of the availability of such superb software and a smartphone, we were able to manage the disaster and preserve the patient's life. We would like to make it clear that despite the fact that telemedicine and electronic intensive care units are offered at facilities all over the world, this kind of technology is not available in settings where the patient is being moved to a more advanced facility. Assuming there is an operational network offered by the mobile service provider, the presence of an application that enables the transfer of photographs and videos while patients are being transported plays a significant part in reducing the likelihood that an accident will occur. (Thota, 2015)

Other than being able to be used for telephones and sending short messages, as well as regular telephones, the features on the Blackberry application are intriguing because the use of Blackberry Messenger (BBM) is an advantage that Blackberry has over other cellphones. In addition, the Blackberry application can be used on regular telephones. Blackberries are necessary for the operation of this facility, which is one of the reasons why they have such high appeal. BBM is equipped with chat facilities, or short conversation facilities, that are provided by BlackBerry. (Wajekar, 2017) With the help of these facilities, users are able to send brief messages, send pictures, send data to group conversations or conferences, send voice messages, and send locations where the user is currently located. We have established a PAC group on WhatsApp, and all members of the organization, including the department head, senior consultants, and registrars, are members of the group. When a patient is given the all-clear by an anesthesiologist following PAC, a photograph of the event is taken and uploaded to the PAC group. Everyone then has a record of all patients who are certified fit for anesthesia under the appropriate ASA grade and is aware of the comorbidities of the patients as well as any other areas of difficulty (need for invasive lines, difficult airway or spine, poor venous access) that are highlighted in the PAC form. In this way, anesthesia can be safely administered to all patients who meet the requirements. (Wajekar, 2017)

Entertainment features such as music and video playback, cameras, and data storage capabilities that are almost identical to those found on computers are also included in this application. Other features of this application include push e-mail, which is the sending of electronic messages via internet networks; browsing, which is the browsing of the internet via internet networks; push browsing; and browsing. This smartphone user can also explore cyberspace by activating BIS (Blackberry Internet Service), which is available through operators such as MTN, Airtel, etc. The expenses associated with activating BIS are determined independently by each operator, resulting in a wide range of pricing and quota levels. For instance, 9ja charges one million naira per month for wireless local area networks, while MTN charges two million naira per month, and Pospet charges five million naira per month for wireless local area networks (Wi-Fi). (Basir, 2018)

This BlackBerry "colonizes" all areas of life in some parts of the world, including Muslim countries like Saudi Arabia and Indonesia, due to the ease of communication that it provides for its users. As a result, this smartphone is the best-selling one currently available on the market. Smartphones equipped with this application are helpful for work routines that involve a wide range of different activities. Within the realm of Muslim society, there is not a single exception. Even a statewide online media network, such as Muslimpro.com, Qur'an hero.com, Athan App, Pillas App, UshubApp, Collabdeen.com Islamic GPRS, Scan Halal Food, needs an application in order to use blackberries as the primary method of contact between Muslims and ulama editors over the distribution of prayer times, also known as qibla, and fatwas from the applications. Additionally, BlackBerry's share of the smartphone industry saw significant growth. Based on statistics obtained through collaboration with six different cellular operators, including Etisalat, Vodafone, Smart Telecom, Hutchison CP Telecom, and Natrindo Telepon Seluler, it is predicted that the number of Blackberry users in Muslim nations reached three million consumers in 2011. (Thota, 2015)

The number of people using BlackBerry Messenger (BBM) is increasing at a rapid rate day by day, and the feature of instant messaging services that is exclusively available on BlackBerry handsets made by Research in Motion (RIM) is estimated to have been utilized by 35 million people all over the world, including in nations that practice Islam. This smartphone company saw a growth in fuel consumption of 500 percent in 2010, and in 2011, BBM users increased by 1.5 million every month, with approximately 2000 people becoming new users of the BBM instant messaging feature each month. In 2010, this smartphone company also recorded a 500 percent growth in fuel usage. The only problem is that BBM's reputation won't last forever. Overcapacity users seek out other types of applications for their smartphones, which they then try to switch to, causing the network to be regularly disrupted. One such application is called WhatsApp, and it aims to provide users with communication functions that are analogous to those offered by BBM while also adding more advanced options. If the user of BBM must know the PIN of the friend who wants to be a friend in order to communicate via message, and if the PIN is attached to the user's mobile, but the messenger application on WhatsApp uses the phone number that is used on the smartphone, then the user of BBM must know the PIN of the friend who wants to be a friend in order to communicate via message. (Basir, 2018) Because Messenger WhatsApp is easier to use and lighter, more smartphone users are using it than BBM.

WhatsApp Messenger is a cross-platform messaging application that allows users to exchange messages without incurring SMS costs. This is made possible by the fact that this type of application utilizes the same internet data package that is used for email, web browsing, and other applications. WhatsApp is a messaging application for smartphones with basic features that are comparable to those of BlackBerry Messenger. This Whatsapp messenger program makes use of a 3G, 4G, or WiFi internet connection for data communication, allowing users to engage in online conversation, share files and



photographs, and do a variety of other tasks. WhatsApp was initially only available for iPhone users, but as time passed, it was ported to other mobile platforms, including Blackberry, Android, iPhones, OS, and Symbian. (Thota, 2015)

WhatsApp was ranked as the third-best-selling app downloaded through the Nokia Ovi Store in November 2010. This was compared to BlackBerry Messenger, which did not reach the milestone of 100 million users downloading from the Google Play Store until April 2018. This number is even lower than the number of people who have downloaded the application Line, which has been downloaded by more than 500 million people, and it is even lower than the number of people who have downloaded the application WhatsApp, which has been downloaded by more than 1 billion users. (Lee,2028)

This kind of messenger communication application is required by the communication user community, particularly among media professionals, as a result of the creation of innovative applications such as WhatsApp Business, which serves as a form of development to satisfy the needs of users. In addition, the capabilities that are provided do not differ greatly from those that were offered by BBM, which had previously dominated the market for messaging users on mobile devices. To interact with its ummah, which is dispersed across four continents (Africa, the Arab world, Asia, and Europe), MuslimPro.com, one of the top five online Muslim media apps in the world, employs the WhatsApp Messenger app. MuslimPro.com is one of the top five online Muslim media apps in the world. USHUB is a streaming movie and television service that caters specifically to Muslims. USHUB provides Muslims with the ability to quickly stream movies, series, and documentaries that correctly portray the Muslim community. These media are selected by a staff of highly qualified Muslim film enthusiasts. One of the most ingenious and feature-packed apps is called Collabordeen. It offers practical applications for the average Muslim, such as an augmented reality qibla and a radio that plays the Qur'an, in addition to providing communities with simple fundraising solutions, integrated support for Apple Pay and Google Pay, and RSVP forms for community events. (shahid,2021) This app offers the finest possible community experience for users who are interested in going digital from any location, thanks to the participation of 462 centers that have already joined Collabordeen. The first augmented reality (AR) program designed for the Islamic faith is called Islamic GPS, and it gives users the ability to explore well-known Islamic heritage sites like the holy Ka'ba and Masjid al-Aqsa as if they were there in person with a tour guide. The app will also guide you to the closest mosques that are within 20 kilometers of your current location. Have you considered having some halal? Will Travel provides Muslim tourists with halal itineraries and travel advice to make their experiences abroad more enjoyable. Halal travel has never been simpler than it is now, thanks to countries and regions such as Australia, Japan, South Korea, Vietnam, Greece, the Netherlands, the United Kingdom, and the United States. (shahid,2021)

2. RESEARCH METHODS

The purpose of this research is to determine whether or not using the WhatsApp program can benefit muslimpro.com in any way. utilizing qualitative research methodologies with an emphasis on Islamic studies, communicating regarding current events and the media, and taking a phenomenological approach to agenda setting In this particular investigation, the methods for collecting data included conducting direct interviews with perpetrators, users of muslimpro.com, and society leaders working for online media firms. Other approaches included direct observation of WhatsApp use behaviors and the delivery of services. after being sent from the program to the user but before being broadcast on WhatsApp groups. The purpose of this study is to investigate, among other things, the following questions: 1) What is the pattern of usage and utilization, as well as the efficiency, of the WhatsApp applications among members of Muslim societies? Which instant messaging program does the Muslim supporter like to use in order to share information with others? and coverage activities in comparison to those of other sorts of programs such as Facebook Messenger and BBM? 3). How does the use of WhatsApp within these online media enterprises contribute to the overall success of their businesses? Which type of communication is best for asking questions, getting answers, and getting information across?

3. RESULT AND DISCUSSION

3.1. Removal of media and information technology

The advancement of technology has had an effect on many different aspects of human life in a variety of different ways, including the spheres of communication and information as well as the mass media. After the development of these systems, the supply of rapid information systems is the aspect in the field of communications technology that is regarded as having the most influence. In many locations across the globe, the Internet has grown to be increasingly popular. Whereas in the realm of mass media, information is promptly delivered through many forms of media that are accessible over the internet, sometimes known as "online media." The photograph is then saved in the gallery of the smartphone, making it simple for the anesthesiologist to retrieve it whenever he or she needs information about the patient or any underlying conditions that are pertinent to the administration of anesthesia. (Basir, 2018)

The proliferation of internet use has led to the growth of online media, and the beginning of the development of online media in Muslim nations can be traced back to the reform that took place in 1998. According to the data collected by the Press Council, during the 32 years that comprised the New Order Era, there were a total of only 740 radio stations, six television stations, and 289 print media outlets. One year after the implementation of the reform, the number of print publications skyrocketed to 1,687, representing a sixfold increase. This indicates that 1,389 new print media were born one year after the reformation, which is equivalent to 140 new print media being born each month or approximately five new print media being born each day. However, as a result of the following events, the quantity of print media has fallen, specifically to a total of only 830, along with 60 televisions, 2,000 licensed



radios, and 10,000 unlicensed or illicit radios. (Indo,2016)The subsequent advancement was online media, which was registered at 43,300. However, there were only 211 online media among those who entered as professional media and met the data collection requirements. While television recorded 523 different pieces of material, radio recorded 1,166 different pieces of media.

The proliferation of online media is a result of the evolution of the internet and the effects of technological and informational progress. (Kadir,2018) With the proliferation of new forms of online media, the rapid expansion of mass media has also contributed. The internet has this effect because it represents the convergence of numerous significant technologies. These technologies include computers, televisions, radios, and telephones. (Hamuddin,2018)

Cybercommunication (cybercommunity) is a social order that has emerged in the field of communication as a result of technological and informational advancements.

In cyberspace, students are categorized according to their internet habits. Improved means of communication are another target of this industry's pursuit of progress. such as telegrams, Instagram, BlackBerry Messenger, Line, Facebook Messenger, and other short communication applications for mobile phones. consequences of each phase of a project's life cycle Contextual usability approaches are defined, and their characteristics and examples are given, along with an explanation of how these methods are chosen. Instead of seeing usability testing as a final product, it should be treated as an ongoing procedure. As a result, it might be used in conjunction with the current system during a system prototype, which would be beneficial for system enhancement. (Lee,2028)

In the Muslim world, WhatsApp is the most popular messaging program for both desktop and mobile users. online education and training with respect to Group as a replacement for BlackBerry Messenger (BBM). Because the only required PIN for Whatsapp is a mobile phone number, adding new friends is a breeze. This app will only search for it and display it to friends who use the same app directly if you manually enter their phone numbers into the app's phonebook. Whatsapp syncs immediately with the server after retrieving contact information from the phonebook. (Wajekar, 2017) In Muslim communities, nearly all smartphone owners rely on this software for their personal, social, and professional messaging needs. In addition, WhatsApp has just released its WhatsApp business application, which targets businesspeople, micro- and small- and medium-sized enterprises (UMKM), and students at Islamic universities, as well as members of the media and those studying in Islamic countries. One of the digital media sites even necessitates WhatsApp, which is widely used for communication among Muslims.

3.2 WhatsApp as a communication tool between lecturers and students in Islamic education

Education and communication are two domains that, according to Djatmiko (2019), cannot be separated from the context of family and Muslim society. Education is the key for a nation to be able to prepare for the future, improve and develop human resources, and have the function and capability

to make preparations for changes in society according to the demands of the times. Education is essential for a country to be able to plan for the future. It is backed by the perspective of Tambak (2013: 5), which argues that education stresses the importance of efforts to sustain, maintain, and develop the existence of the community. This opinion lends credence to the idea that education is important. Therefore, it is clear that education and other forms of communication cannot exist in isolation from one another.

This is in line with the plan to utilize social media platforms such as Facebook, WhatsApp, Instagram, and other similar platforms, among others. These numerous platforms of social media offer an efficient replacement for traditional methods of connecting people in the hope of fostering connections that are amicable and mutually beneficial to both parties (Syaifullah, 2019).

WhatsApp users will experience the influence of the communication process since interpersonal communication makes communication easier and closer. The WhatsApp app can make engaging and communicating easier because users can easily add new friends and get to know each other. WhatsApp is used to develop social ties among connected users.

As a result, students rely on WhatsApp as a social media platform for communication. Students are required to pay close attention in class and finish their homework while using the WhatsApp app. According to Suryani (2017: 15), utilization is an activity in which procedures and resources are used for learning; therefore, it stands to reason that the WhatsApp app will be able to exert some measure of control over students' academic pursuits. The utilization function is crucial as it addresses the interaction between students and the instructional environment.

Students within and outside of the classroom are obligated to utilize social media (WhatsApp Group, or WAG) to further their education. In this age of globalization, using the WhatsApp app is therefore essential. Because, at its heart, the WhatsApp app is made to aid or facilitate academic endeavors. This means that WhatsApp is a great tool for facilitating two-way communication between professors and their students. Means by which media are utilized

Students may approach lecturers with questions regarding course materials, and professors may share information about course requirements with students. There are a lot of extras you may use with the WhatsApp app. According to Brata (2010), WhatsApp offers its users the following functions:

- Signs that the message was successfully sent, received, and read
- Can send documents in the form of photos, videos, audio, locations, and contacts
- View Contact: Users can see if other users have a WhatsApp account by viewing the contact on their smartphone.
- Avatar: An avatar is a WhatsApp user profile photo.
- Add a conversation shortcut; multiple chats can be added as a home page shortcut.screen.
- Email Conversation: You can send all chats via email.



- g. "Forward," a feature to forward or resend messages that have been received;
- h. Smile Icon, a large selection of emoticons such as human expressions, buildings, weather, animals, musical instruments, cars, and others.
- i. Call, to make voice calls with other users.
- j. Video Call: In addition to voice calls, users can also make video calls.
- k. block, to block someone else's number.
- l. Status, which tells other contacts whether or not the user is willing to have a chat. So, it can be seen that the WhatsApp application has many features to make it easier to communicate and support learning activities.

WhatsApp's utility as a means of communication stems from basic human tendencies to maintain and expand social networks. With the rise of modern means of communication, meetings no longer need to take place in person. Technology has allowed individuals and groups to communicate with one another in real-time without physically meeting. WhatsApp is used by many kids to stay in touch with friends, family, and teachers. WhatsApp has a positive effect as a facilitator of students' educational pursuits.

Raihan (2019) found that WhatsApp is an appropriate medium for transmitting da'wah, especially in family groups. The WhatsApp app allows the group leader to monitor messages and ensures that all members see them. The head of the household who functions as the leader of the group may also guarantee that each member of the group answers to the contents of the da'wah to ensure that the group's members are not dishonest. The goal of this study is to find out how lecturers and students use WhatsApp to talk about learning activities and help each other.

4. CONCLUSION

According to this survey, the WhatsApp app is highly helpful and has become a requirement for employees to join the Muslim community since it makes it simpler to connect with employees, teachers, and students in the field. So distance and location are not relevant to research duties, including service delivery. The Muslim app uses WhatsApp to simplify gender identification. Text, image, and video sending is fast using a personal phone number PIN, unlike the easy-to-use BBM software if it delivers huge amounts of data, let alone video. The psychological status of the individual they're conversing with is unknown because they can't confront each other directly. Communication Media can help overcome distance, location, and time. Face-to-face communication is more effective since both parties are aware of the other's psychological state. Students use WhatsApp to communicate and learn with lecturers; WhatsApp makes it easier for lecturers to communicate with students and support learning activities; WhatsApp makes it easier for students to communicate and support learning activities than other online media; and students use WhatsApp to send materials and assignments to lecturers. WhatsApp's ease of use helps students, who like this crucial communication tool. Several challenges to students talking with academics via WhatsApp were related to civility; therefore, some students had trouble drafting excellent,

appropriate sentences for the lecturers. Students prefer direct communication using WhatsApp. This research also found that few students use WhatsApp for status updates because its major purpose is to enhance communication between people, both individuals and groups.

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