DA'WAH VISUAL COMMUNICATION DESIGN FROM THE ANIMATED FILM "I'M THE BEST MUSLIM, SEASON 1, EPS. 8" ON YOUTUBE CHANNEL FREE QUR'AN EDUCATION)

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ABSTRACT

Research Objectives: To find out the da'wah visual communication design from the animated film 'I'm the Best Muslim, season 1' on the Free Qur'an Education YouTube channel. Research Method: Qualitative Descriptive. Research Results: Based on research that has been conducted on 17 captures or stills from the animated film 'I'm The Best Muslim, Season 1, Eps. 8' which is broadcast on the Free Qur'an Education youtube channel account, through an analysis of Charles Sanders Pierce's semiotic theory, namely the triangle meaning has 3 elements in it (Icons, Indexes, and Symbols). From all captures/cuts of film images, the average design refers to the combined image type between illustration, typography and digital imagine, namely the meaning of the visual design of the icon, index and symbol is a visual depiction of the eye in the form of hamzah letters, illustration of characters that have separate bodies or have no neck, the star symbol is in line with the theme or title of the animated film, the background and characters are orange with the meaning of spirit, energy, cheerful and positive vibes , as well as typography in the form of the FQE logo on each capture. Conclusion: The visual communication design produced by the animated film 'I'm the Best Muslim has a design concept that focuses on depicting animation that refers to the laws or rules for drawing according to Islamic law, color. the colors and designs made or displayed in the film are still in the safe category, do not contain elements of racism or other forms of deviation in visual design, illustration, typography and color

Keywords: Design, Communication, Visuals, YouTube

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Research purposes: To find out the da'wah visual communication design from the animated film 'I'm the Best Muslim, season 1' on the Free Qur'an Education YouTube channel. Research Method: Qualitative Descriptive. Research Results: Based on research conducted on 17 captures or stills from the animated film 'I'm The Best Muslim, Season 1, Eps. 8' which was broadcast on the Free Qur'an Education YouTube channel account, through the analysis of Charles Sanders Pierce's semiotic theory, namely triangle meaning, there are 3 elements in it (Icon, Index and Symbol). From all film captures/cuts, the average design refers to a type of image that is a combination of illustration, typography and digital imagine, namely the meaning of the visual design of icons, indexes and symbols is the visual depiction of eyes in the form of hamzah letters, illustrations of characters who have separate bodies or has no neck, a star symbol that is in line with the theme or title of the animated film, the background and characters are orange with the meaning of enthusiasm, energy, cheerfulness and positive vibes, as well as typography in the form of the FQE logo in each capture. Conclusion: The visual communication design produced by the animated film 'I'm the Best Muslim has a design concept that focuses on animated depictions that refer to the laws or rules of drawing according to Islamic law, color. The colors and designs created or displayed in the film are still in the safe category, containing no elements or forms of deviation in visual design, illustrations, typography and color.

Keywords: *Design, Communication, Visual, Youtube.*
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INTRODUCTION (INTRODUCTION)

Lack of knowledge and awareness among consumers or users as well as social media users has become an opportunity for deviant people to spread their thoughts, ideas and understanding through designs or images. This is one of the consequences of Muslims being trapped by deviations so that they easily tolerate or accept things that are prohibited, namely, such as symbols, colors, illustration designs and so on. Allah Ta'ala says:

"Call (people) to the path of your Lord with wisdom and good lessons and guide them in a good way. Indeed, it is your Lord who knows better those who stray from His path and He knows better those who are guided." (QS. An-Nahl: 125)

The da'wah media must of course adapt and follow the situations and conditions currently affecting Mad'u, namely by looking at social, cultural, economic, psychological, educational backgrounds, and so on. Then the right and appropriate media for da'wah needs will be more effective and efficient. Da'wah activities cannot be separated from communication activities. In short, da'wah is a communication activity, namely the process of conveying a message from the source of the message sender, to the recipient of the message through a medium with the aim of having an influence or effect on the recipient of the message himself. What differentiates it from communication is that the content of the messages in da'wah are messages originating from the Al-Qur'an and Hadith, which are used as guidelines in the lives of Muslims themselves. Communication media such as oral, written, audio, visual and audio-visual are used in preaching. As time progresses, with increasingly sophisticated information and communication technology, da'wah must also adapt so as not to be eroded by the times. Conventional da'wah activities, such as lectures, can no longer only be enjoyed directly through pulpits, but can also be heard on the radio, seen on television or can even be accessed directly on the internet. It is so easy for humans to dig up information with sophisticated technology, so da'wah must also answer this challenge.[1]

The da'wah of graphic design can be called the da'wah of visual communication, namely activities carried out to convey information or messages that invite people to do good and evil in accordance with the guidelines in the Al-Qur'an and As-Sunnah, by utilizing communication media. visual.2 Visual communication design itself is a part of the applied arts that studies planning and designing various forms of visual communication information. The creative journey begins with finding and recognizing visual communication problems, searching for verbal and visual data, developing creative concepts based on target characteristics, up to final visualization of the design to support the achievement of functional, persuasive, artistic, aesthetic and communicative verbal-visual communication. . This means that according to Sumbo Tinarbuko, communication design or visual communication can be understood as an effort to

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[1]Nilnan Ni'mah, "Visual Communication Da'wah". Islamic Communication Journal. Vol. 01, No. 01, Semarang: Walisongo State Islamic University, May-October, 2016. Pg. 105.

solve communication or visual communication problems to produce a design that is the newest among the new designs.

Da'wah through visual communication design is a new means that follows the current era, where we are not only provoked and indoctrinated by the words and deeds of the enemies of Islam, but the slander that is now spreading in the world of da'wah is not only a provocation in terms of verbally, but rather the designs they play and declare through several posts in cyberspace, or social media which is now the fastest means of spreading thoughts or all forms of deviation. In the world of visual design, illustration visualization, color, typography and audio visuals are one of their weapons in introducing or indoctrinating audiences.

The case of LGBT people who are currently spreading and promoting their movement through several designs and image features on social media such as Instagram is clear evidence that visual communication design greatly influences the audience's trappings if it is not based on science. Therefore, it is important for us to preach through visual communication design so that content creators out there know the meanings of each design they create, in accordance with Islamic rules and law, and do not contain elements of sara or symbolic deviation which are currently widely spread by enemies of Islam.

An example that happened some time ago and many people are not aware of the sticker feature in the Instagram application. This application is very popular and widely used by young and old people. In this Instagram application, there are many new features in the form of cute, unique, bright and eye-catching stickers, even though these stickers contain visual designs and colors that are declaring or campaigning for deviant thoughts and understanding.

Reporting from a website kompasiana.com explains several Instagram features in the form of stickers which have become controversial some time ago because they have meaning and symbols for one group or LGBT community, namely the pride sticker. [2], at which time the LGBT community was celebrating the month when New York LGBTQ activist volunteers were involved in riots with the police at that time. The stickers were created by representatives of

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[2]Pride stickers are words or expressions used by the LGBT community.

the LGBTQ and Global communities.[3] The visual contained in this sticker depicts a pair of captus holding each other and jumping very happily, this is also related to the feeling of joy and what they have as LGBTQ people. The aim and purpose of the Pride sticker in the Instagram story is to support the celebration of the month of LGBTQ community activist volunteers.[4]

Figure 1: (Instagram Pride Stickers 1, Kompasiana.com)

Figure 2:(Instagram Pride Stickers 2, Iodonna.it)[5]

Some of the visuals and colors from the Pride sticker images have become a logo and a platform for them to campaign for this movement and understanding, so that they are easily accepted and also get recognition and protection from various places and people or local communities become aware that this is not a mistake or something wrong. deviant and taboo, but it has become commonplace, a human right, and a natural law, some even say that this is the nature of God.

[3]Tegar Santoso, Several Meanings of Commonly Used Instagram Stickers, Accessed on 04 September 2022.
[4]Ibid
[5]Simona Sirianni, Instagram Pride 2020, Accessed 04 September 2022,https://www.iodonna.it/attualita/eventi-e-mostre/2020/06/23/instagram-pride-2020-novita-social-rainbow-adesivi-arcobaleno-lgbtq/

The animated film "I'm the Best Muslim" is an animated film that is more than 1 hour long with several series in it. This film is shown on the Free Quran Education YouTube channel. Erfian Asafat is the founder and CEO of Darul Arqam Studio (DAS) and Free Quran Education (FQE), an animation studio that focuses on preaching on YouTube and social media. Previously, Erfian worked as an illustrator at Caravan studio and worked on big projects such as Marvel, Warhammer, Legend of five rings, etc.[6]

Of the various cartoon series or animated films that have mushroomed on YouTube channels, the author is interested in conducting research on the animated film entitled 'I'm The Best Muslim' from the Free Qur'an Education Youtube channel. The film 'I'm The Best Muslim' is a children's animated film by Darul Arqam Studio (DAS) from Indonesia. Different from Nussa Rara, IMTBM has a comedy theme that includes Islamic values in each episode. The initial idea for I'm The Best Muslim came from Erfian Asafat, founder of DAS, who created the initial concept of IMTBM on his personal Instagram in the form of a black and white image. At Free Quran Education, IMTBM was created from scratch with a 3D and colorful concept. To make it is no longer a simple scribble but requires qualified 3D design skills and quite a long time.[7]Seeing the condition that means of da'wah that use visualization images are increasingly mushrooming, this animated film is very suitable for public consumption. Apart from that, the animated film I'm The Best Muslim (Season 1, Eps. 8) can be enjoyed in various languages which they provide on their YouTube channel, although the main language they use is English, what's more, they also use instruments from vocal sounds are not music.

Based on the phenomena currently occurring, where the YouTube channel is the most visited by the public, then with the discussion of the background that has been explained, the author is interested in taking the animated film 'I'm The Best Muslim, Season 1, Eps 8' as research with the title "Da'wah Visual Communication

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[6] https://indonesiafreequraneducation.wordpress.com/2020/12/11/mengenal-quran-lalu-animation/,quoted on March 8, 2022, Time: 13:22

[7] https://datanr10.wordpress.com/2022/02/06/im-the-best-muslim-kartun-anak-terkenal-dari-indonesia/#more-1529,quoted on March 8, 2022, Time: 16:40

Design from the Animated Film 'I'm The Best Muslim, Season 1, Eps. 8' on the Free Quran Education Youtube Channel."

Definition of Da'wah

In his explanation, Mr. Muhammad Natsir explained that da'wah is a continuation or (following) in the footsteps of the treatise that was pioneered by Rasulullah Shallahu 'Alaihi Wasallam, where the essence of the treatise is instructions or guidelines for how humans maintain their human values and dignity so that their potential can be achieved. develop and not be destroyed.[8]

According to Al-Bayanuni, da'wah media is something that can be physical and non-physical which leads to the application of preachers in their da'wah strategies. Hamzah Ya'qub in Wahyu Ilaihi divides da'wah media into five:

a. Oral, such as lectures, socialization, guidance, lectures, counseling and so on.

b. Writing, such as articles, journals, magazines, newspapers or newsletters, banners, and so on.

c. Paintings, such as caricatures, animations, drawings, graphic designs, and so on.

d. Audio visual, such as radio, television, video, and so on.

e. Morals, namely by exemplifying something good or setting an example with concrete actions according to Islamic teachings, and so on.[9]

Discussing pictures, in Islam there are many arguments that explain the pain of punishment for the artist, so there are several rules or concepts that we need to pay attention to when making a picture or work of art so that it remains within the corridors of the Shari'a. Based on the hadith from Abdullah bin Abbas rhadiyallahu'anhu, the Prophet ﷺ said:

"The essence of shurah is his head, if his head is cut off, then he is not shuroh" (HR. Al Baihaqi no. 14580 in mauquf from Ibn Abbas, Al Isma'ili in Mu'jam Asy Syuyukh no. 291 in marfu'. Authenticated by Al Albani in Ash Sahihah genealogy no. 1921).

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[8]M. Natsir, Fiqhud Da'wah, Jakarta: Media Da'wah, 2008, Cet. VIII, Pg. 1, 120-121

[9]Divine Revelation. "Da'wah Communication". (Bandung: Rosdakarya Youth, 2010). Matter. 21

This hadith shows that the essence of ash shurah is the head, if the image of the head is not there then it is no longer called ash shurah. Therefore, some scholars make allowances for drawing animate creatures if: If they don't have a head, or if they have a head but the face isn't perfect because it doesn't match Allah's creation. This means that none of the humans created by God are headless or faceless. Shaykh Muhammad bin Salih Al Utsaimin Rahimullah said:

"Images of animate creatures that are not clear, such as those that have body parts such as a head and neck, but no eyes and no nose, so something like this is okay. Because it does not match Allah's creation." He also said: "If the image of an animate creature is not clear, that is, it has no eyes, no nose, no mouth, and no fingers, then this is not a perfect image of an animate creature and is not including competing with Allah's creation" (Majmu' Fatawa war Rasail, 2/278-279)[10]

Definition of Graphic Design

What we need to know about the difference between graphic design and computer graphics is that the meanings between the two are not the same. This is because graphic design is related to the process of initiating or creating a message, while computer graphics focuses on tools that realize the graphic designer's ideas. Therefore, people who are good at computer graphics do not necessarily become reliable graphic designers. Likewise, people who have mature concepts in the field of art, especially graphic art but do not master graphic software, will have difficulty realizing the design concept themselves. This is as if you were given a blank piece of white paper by someone else. Then, he wants to inform the general public about an event or product through this paper. The goal is so that many people come to an event and are interested in buying that person's product. Next, if we want to provide an image or picture and what kind of text will attract people's attention. Then we take a stationery and scribble down the design concept that we have in mind. From the results of these doodles, we can apply them to computer visuals. This is a simple understanding of graphic design, namely how we can create a concept or create images and text that are suitable for conveying a message, whether in the form of a product or event message.[11]

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[10]Yulian Purnama, Full Review of the Law on Images of Animate Creatures (Part 1). Accessed 17 August 2022. https://muslim.or.id/55328-kupas-tuntas- Hukum-gambar-makhluk-bernyawa-bag-1.html

[11]Ibnu Teguh Wibowo, "Learning Graphic Design (Quick and Easy Way to Learn Graphic Design for Beginners)". (Yogyakarta: Notebook, 2015). Matter. 10.

Graphic design comes from two words, namely 'Desain' which means to design, and 'Grafis' which means image. Image design here aims to convey information or messages (communicate). So, graphic design is designing communication with images. Graphic design in the view of communication science is a method of conveying visual messages in the form of text and images from a computer to the communicant.[12]

Definition of Visual Communication

Visual communication is communication using visual language, where the basic elements of visual language (which are the main force in conveying messages) are everything that can be seen and can be used to convey meaning, significance or messages. Methodology in visual communication design is a creative process. The following are terms related to visuals:

a. Visual Language, namely the science that studies visual language. Visualization, namely the activity of translating or realizing information in visual form.

b. Visualizer, namely a person whose job is to handle visual problems or translate an idea into visual form in a design project.

c. Visual Effects, create deceptive effects as if a situation or event occurs that is difficult for humans to do. For example, the appearance of a dinosaur or other monster of extraordinary size, the effect as if humans were landing on an alien planet and so on.

d. Visual information is information through sight, for example a wave of the hand, a smile, new clothes, a new car, etc.

e. Visual Litteracy, namely a collection or list of visual works.[13]

Communication according to Barelson and Steiner is the process of conveying information, ideas, emotions, skills and so on through the use of symbols, such as words, pictures, numbers, etc.[14] Meanwhile, visuals are something that can be seen, so everything that can be seen falls into the

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[12]Ibid, p. 14-15.

[13]Adi Kusrianto. "Introduction to Visual Communication Design". (Jogjakarta: CV. Andi Offset, 2007). Matter. 10.

[14]Sasa Djuarsa Sendjaja. "Introduction to Communication Science". (South Tangerang: Open University, 2016). Matter. 10

visual category.[15]Visual is a mode in communication that characterizes sign language, writing, visual representation (drawing, sculpting, and so on).[16]

Definition of Semiotics Charles Sander Pierce

The development of human thought patterns is a form of development that underlies the formation of an understanding that refers to the formation of meaning. If we observe, our current life is never separated from the meaning, perception or understanding of whatever we see. Now that we look at the objects around us without thinking about the shape and form of the object, we can already know what the name of the object is. When we ride a motorbike or car on the highway, we can interpret every form of traffic sign that is scattered on the highway, such as traffic lights for example, or "No Parking" signs and so on. Has the question ever crossed our minds "why is this sign interpreted like this, why is this symbol interpreted in such a way." Scientific studies that examine symbols are called semiotics. Semiotics is one of the studies that has even become a tradition in communication theory. "The semiotic tradition consists of a set of theories about how signs represent objects, ideas, circumstances, situations, feelings and conditions outside the signs themselves."[17]

In its development, sign theory became known as semiotics, which was divided into three branches, namely:

a. Semantics, namely those related to signs;

b. Syntactics, namely those related to the combination of signs (arrangement of signs);

c. Pragmatics, which is related to the origins, use and consequences of using signs in language behavior.

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[15]Eko Budi Prasetyo. "The Role of Visual Illustrations in Learning". Learning Scientific Magazine no. 2 Vol. 2 October 2006. (Yogyakarta: Yogyakarta State University, 2006). Matter. 170

[16]Marcel Danesi. "Messages, Signs, and Meanings of Basic Textbooks Regarding Semiotics and

Communication Theory." (Yogyakarta: Jalasutra, 2011). Matter. 322

[17]Arif Budi Prasetya. "Semiotic Analysis of Film and Communication". (Intrans Publishing:

Malang, 2019). Matter. 4

Ferdinand de Saussure is one of the main figures in the development of semiotics. Semiotics itself was initially often only associated with linguistics.[18]
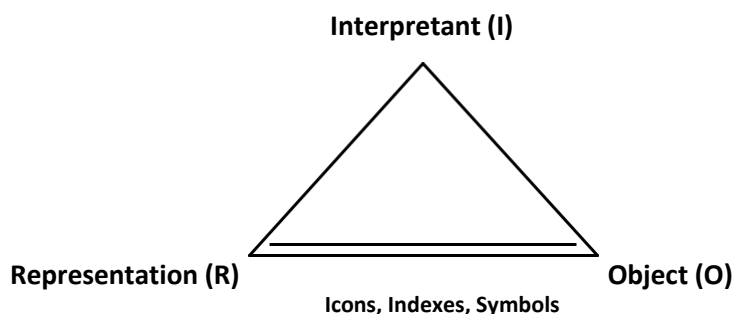
Interpretant (I)

Representation (R)   Object (O)

Icons, Indexes, Symbols

Figure 3: Triadic Pierce Model

Charles Sander Peirce's Typology of Signs

a. Peirce's classification efforts regarding signs are unique, although they cannot be said to be simple. Peirce differentiates the types of signs into: Icons, Indexes and Symbols which are based on the relationship between the representament and its object.

b. An icon is a sign that contains a similar 'appearance' so that the sign is easily recognized by its users. In icons the relationship between the representament and its object is manifested as a similarity in several qualities. For example, most traffic signs are iconic signs because they 'describe' a shape that is similar to the actual object.

c. An index is a sign that has a phenomenal or existential connection between the representament and its object. In an index, the relationship between a sign and its object is concrete, actual, and usually in a sequential or causal way. For example, footprints on the ground are an index of a person or animal who has passed there, a knock on the door is an index of the presence of a 'guest' in our house.

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[18]Sri Wahyuningsih. "Film & Da'wah (Understanding the representation of da'wah messages in films through semiotic analysis)". (Cendikia Friends Media: Surabaya, 2019). Matter. 66.

d. Symbols are a type of sign that is arbitrary and conventional in accordance with the agreement or convention of a number of people or society. Linguistic signs are generally symbols. Not a few of the traffic signs are symbolic. One example is this very simple traffic sign.[19]

RESULTS AND DISCUSSIONS (RESULTS AND DISCUSSIONS)

General Description of Research Objects

Free Qur'an Education Youtube Channel Profile

The background to the formation of the free Qur'an education YouTube channel began with a channel called NAK Collection or an abbreviation for Nouman Ali Khan Collection, which is an account that contains a collection of lectures from Ustadz Nouman Ali Khan which was founded by Maaz Aslam who comes from Pakistan. Then Mr. Erfian Asafat made an animation lecture from Ustadz Nouman Ali Khan which ultimately made the two of them work together to become working partners and join NAK Collection and be tasked with creating animations that will be produced and published on the NAK Collection channel.

In 2014, NAK Collection then changed its name to Free Qur'an Education. Initially the channel only contained lectures from Ustadz Nouman Ali Khan. After changing to FQE, the content changed to lectures that were more varied and general. Free Qur'an Education was finally founded by Maaz Aslam and Erfian Asafat, Darul Arqom Studio (DAS) is a place or forum for them to create animations for the Free Qur'an Education YouTube channel and has a vision, namely wanting to create free, universal, creative content. -His work stands of the art, and is available for every human being. With the hope that the works they share can be as widely useful as possible regarding the knowledge of the Qur'an, so that the world's population can learn the Qur'an in an exciting way using animation and content that is free or accessible to anyone. The free Qur'an Education YouTube channel also provides translations of every content they share in various languages. The language of instruction uses English and various languages for translation which they have provided on YouTube.[20]

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[19]Indiawan Seto Wahyu Wibowo. "Communication Semiotics: Practical applications for communication research and theses, 2nd Edition". (Mitra Wacana Media: Jakarta, 2013). Matter. 19
[20]Interview with Erfian Asafat, Founder, CEO, Director of Darul Arqom Studio and

Chief Illustrator of Free Qur'an Education, interview, Via WhatsApp (Online), 21 March 2022

The animated film 'I'm the Best Muslim' started from a founder who was an artist, who really liked art, and was also an animation developer or illustrator, and comic developer. So one of the goals of this animated film is to make it so that Muslim artists or other audiences want to learn about Islam, but package it in a funny and adorable way in the form of animation. Moreover, this animated content is made to be in harmony with everyday life, apart from being able to provide education about Islam, this film also contains humor or elements of humor. Apart from the educational content which is often formal in nature, the hope and aim of this film is that it can supplement or enrich Muslim educational content.[21]

Synopsis of the animated film I'm The Best Muslim

The animated film 'I'm The Best Muslim, season 1' explains how a young Muslim man named Best Muslim has a character who likes playing games, watching and playing. Then, with a life story about how he can carry out his daily activities in the best way, whether it's the best way to eat or to spend his time well. So this film explains how a young man can carry out all his actions in everyday life in the best way.

This film shows two views (points of view), namely, with the first view which initially provides a bad or ugly example complete with elements of cuteness or humor in it. Then in the second view, which ultimately provides reciprocity or a good example and should be done with elements of religious values that are based on the values of the Qur'an and Hadith.

The animated film I'm the Best Muslim, season 1 is also supported by several other characters, namely a Punky (punk kid) who also wants to learn Islam, then there is Ball (with the character of a fat person who has a hobby of eating), then there is Elin Wati (a female character who has a child named Kid, finally there is Bossman (a character who is very rich). Each of these characters will each have a case in their life about how they can choose the best path or way of life.

Then, in episode 8, this animated film tells how a human being was so obsessed with a 'Like' or sign of liking in a social media feature that all his actions were judged based on wrong intentions. This episode also explains

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[21]Interview with Erfian Asafat, Founder, CEO, Director of Darul Arqom Studio and

Chief Illustrator of Free Qur'an Education, interview, Via WhatsApp (Online), 12 August 2022.

how social media has become the biggest and fastest influence. that can influence the audience.[22]

Research Analysis Results

Analysis of Capture/Image Research Results Based on Charles Sander Pierce's Semiotic Theory Figure 1 (Aimation Film Intro) The following are the results of analysis of the semiotic elements of capture/image 1, animated films in the form of icons, indexes and symbols in table form:

Picture	Element	Illustrations & Colors	Typography
	Icon	- Figure main design neck disconnected, - Dress orange, star motif, - Beard, - Characteristic typical salaf animation.	-
	Index	- Figure main lift hand with excited, - Backgrounds	- Logos FQE, - Intro Title, - Voice

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[22]Interview with Erfian Asafat, Founder, CEO, Director of Darul Arqom Studio and

Chief Illustrator of Free Qur'an Education, interview, Via WhatsApp (Online), 12 August 2022.

		orange & light reflection yellow.	only corner lower.
	Symbol	- Severed neck, - Beard, - Dress motif star, - Backgrounds Orange color.	- Logos FQE

Table 1: (Capture 1/ Image Slice 1)

1) **Interpretation of the Meaning of Icons**

Still images from the animated film 'I'm the Best Muslim, season 1' are images of the main characters with a unique visual design from top to bottom. Then we get the meaning of the elements of icons, indices and symbols in it. First, the type of icon in the illustration of the main character model of the animation 'I'm the Best Muslim'. The design point of interest or what you want to highlight is the shape of the animated character's eyes, namely the hamzah letter icon and a separate head or no neck. The main character of this animation is depicted as having a beard, which is the icon of a Muslim. Then the white star motif on the clothes worn by the main characters becomes a symbol of the name and title they give, namely 'Best', which means the best, where the star is a symbol of reward or appreciation. Second, the background color, namely orange, is the icon of this animated film, especially since the depiction of the main character in this animation is also orange. Third, the title which is the opening or intro icon in this animated film with a combination of different bright

colors in several fonts, then the FQE logo in the top right corner which is the headline or watermark of the animated film.

2) Interpretation of Index Meaning

The first index sign is an illustrative image of the main character who has a head that is separated from the body or does not have a neck, then the hijaiyah letter design is 'hamzah', a drawing model like this is often discussed in drawing laws according to Islamic law. Then a wide, cheerful smile while raising his hands and fists while jumping with joy, shows that he is happy to be 'The Best Muslim' or is conveying to follow his lifestyle which is in accordance with the teachings of Islam. Then the color of the orange shirt with 1 white star motif is an indication of a related title, namely 'Best' which means the best with a star symbol which is a reward or award if he can apply Islamic values in his life so that he can be called 'Best Muslim' or the best Muslim . The colors in the background are also supportive, namely yellow mixed with orange as a sign of optimism, enthusiasm, energy and warmth. This color is also the characteristic color in the animated film series I'm the Best Muslim.

Third, the typography for the title of the animated film is 'I'm the Best Muslim' with a combination of 5 colors in the font, namely orange, yellow, dark green, light and mint green. The title text is written large and becomes the center point or center of attention in an image, has bright colors and is located in the middle so that it is easy to read, attractive, funny and has beauty and aesthetics in a typographic design. The FQE logo is the headline or watermark on the animation design which is located in the top right corner. And the hamzah letters on the eye designs of the 4 animated characters.

3) Interpretation of Symbol Meanings

First, namely the design on the face which has a separate head design from the body which is a characteristic of animation approved by the ulama or agreed upon in drawing law according to the Shari'a. Second, the orange shirt with a star motif becomes a symbol in this animated film, where the star is a symbol of appreciation which is in line with the title, namely 'I'm the Best Muslim', also the color orange which has the meaning of a symbol of energy, cheerfulness, warmth and enthusiasm. . Third, the orange background is also a symbol in this season 1 animated film which is their trademark when showing the film and is also in line with the theme they often use so that this color becomes a symbol of the film 'I'm the Best Muslim'. Then in the

background color there is also a yellow light emitting effect which is a symbol of joy. This color is a supporting effect for the background displayed to make it more beautiful, attractive and aesthetic in a design. Fourth, the typography of the title or title in the animated film is included using a font that is typical of the shape they create, the color and design do not escape the characteristics of the animated film 'I'm the Best Muslim', using a blue background to contrast the color of the title can be entered and read clearly. The next symbol is in the headline in the top right corner which is the brand for their work and creations, namely Free Qur'an Education with a logo abbreviation in the form of FQE.

4) Da'wah material

The da'wah material that is intended to be conveyed in the visual communication design in the first stills of the animated film 'I'm the Best Muslim' is a design for the main character of the animation which refers to the law of drawing in accordance with the Shari'a, namely the body is separated from the head. . Based on a hadith from Abdullah bin Abbas, rhadiyallahu'anhu, that the Prophet ﷺ said: "The essence of shurah is the head, if his head is cut off, then he is not shuroh" (HR. Al Baihaqi no. 14580 according to Ibn Abbas, Al Isma'ili in Mu' Ash Syuyukh hour no. 291 in marfu'. Authenticated by Al Albani in the Ash Sahihah genealogy no. 1921)

Shaykh Muhammad bin Salih Al Utsaimin Rahimullah said:

"Images of animate creatures that are not clear, such as those that have body parts such as a head and neck, but no eyes and no nose, so something like this is okay. Because it does not match God's creation." (Majmu' Fatawa war Rasail, 2/278-279).[23]

So what we want to convey in this animation design is about the law of using animation in preaching that is in accordance with the Shari'a but is still alive and provides motivation or an attractive design impression.

b.   **Figure 2 (Social Media Application)**

Figure 2 in the capture/snippet of this animated film includes a combined image of illustration and typography. The following are the results

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[23]Muslim.or.id, quoted on August 17 2022, at 9:43.

of the analysis of semiotic elements of capture/image pieces in the form of icons, indexes and symbols in table form:
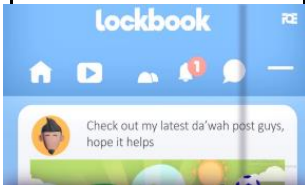
Picture	Element	Illustrations & Color	Typography
	Icon	- Profile picture, Application - Features.	- Writing 'Lockbook', - *Caption* post.
	Index	- Apk social media with various featur e inside it.	- FQE logo, - *Caption.*
	Symbol	Application - Features, - *Backgrounds* blue.	- FQE logo

Table 2: (Capture 2/ Image Snippet 2)

1. Interpretation of the Meaning of Icons

Based on the results of the identification of signs that have been carried out on captures/cuts of animated film images. Namely first, an image of the homepage feature with icons for home, video, search, notifications, comments and others. Then in it there is also a face image as a profile from the social media. Second, Lockbook is written as the name of the social media application which is located at the top of the image.

2. Interpretation of Index Meaning

First, an illustration of a social media application called 'Lockbook' with various features in it, starting from a face photo as the profile of the account, a house icon as a homepage for posts, videos, search, notifications,

comments, and other settings marked with a line . This is an indication of the design of a social media application that is uploading or posting something. This is supported by a snippet of the image of the post you want to upload. Then, the color is exactly like the social media application Facebook which is a play on the name of this design, namely blue. Plus there is typography above the image with the words 'Lockbook' like the Facebook application, then there is a caption above the image post that says "Check out my latest da'wah post guys, hope it helps". Which indicates that this image is posting da'wah content to be presented on social media.

3. Interpretation of Symbol Meanings

The photo image as a profile becomes a symbol in social media applications, supported by various other features which become special icons and symbols in social media applications. As usual, the FQE logo symbol is used as a watermark on every design displayed.

4. Da'wah material

The da'wah material that we can take from visual communication design in captures or pieces of animated images this time has the theme of preaching posts on social media. However, the message we want to convey is how we can do everything with good intentions. Ibnul Qoyyim Al Jauziyah Rahimullah mentioned a golden rule, "If you are not busy with good things, you will definitely be busy with false things" (Al Answerul Kaafi p. 156)[24]

C. Figure 3 (4 Angry Animated Characters)

The following are the results of the analysis of semiotic elements of capture/image fragments in tabular form:

From the data that has been obtained, it will then be explained in more depth regarding the semiotic elements contained in animated film footage in order to find out the true meaning.

1. Interpretation of the Meaning of Icons

The meaning of the icons in the stills from this animated film are in the images of 4 different animated characters who are the icons of the FQE

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[24]Raehanul Bahraen, 'Game Addiction Destroys Time and the Blessings of Life'.

Accessed August 18, 2022.https://muslim.or.id/45161-kecanduan-game-itu-destroying-time-and-life-blessings.html

animation with unique designs as in the previous explanations, namely plain eyes and a severed head.

2. Interpretation of Index Meaning

The meaning of the index marks in the stills from this animated film indicates 4 animated characters who are angry with different facial designs. Starting from the character of an old grandfather who is wearing green clothes, wearing glasses, a white mustache, an expression that is frowning, his eyebrows are raised upwards, and his hands are clenched into fists as if he is holding back anger. Moreover, the grandfather's character is supported by fire light effects and a red and white background showing a gloomy situation, anger, emotion, danger and the like. Next, there is a character in the shop, a fat child who is wearing a yellow shirt and wearing a cap, who has an expression of opening his mouth as if he wants to scream, bulging eyes, raised eyebrows, frowning, holding his hands together as if he wants to get very angry. Then supported by a purplish blue fire effect and a dark blue and white background, it creates a varied angry effect and attractive colors in the image design.

Next, the third character, namely the police officer, wears a police uniform, a green vest equipped with a star on his chest, and shows an angry expression starting from the mustache design that rises firmly upwards, bulging eyes, and raised eyebrows. Then behind it is supported by a fire effect and a purple background which shows a different kind of anger, looks unique and attractive. Lastly, there is a small child animated character wearing an orange shirt, white and gray zebra motif, seen with an expression of opening his mouth while clenching his teeth, eyes bulging, eyebrows raised, and hands raised upwards as if he wanted to pounce on something. shows indications of an expression of wanting to be very angry. Moreover, the background is supported by a fire effect and orange and white background colors which show a different angry side but are still beautiful to look at in the animation design.

3. Interpretation of Symbol Meanings

The meaning of the first symbol is still about the stills from this animated film, namely in the images of 4 different animated characters who are symbols of the FQE animation with unique designs as in the previous explanations, namely plain eyes and a severed head. . Police uniforms with a star symbol on the chest are a special symbol and characteristic of a police officer, as is the vest worn in bright green. Next, the fire effect is a symbol of

anger and danger which supports the background and conditions that occur in the design of the animated film.

4. Da'wah material

In this still image/capture of the animated film I'm the Best Muslim, we want to convey many things to us, namely about the adab, aqidah and morals of a Muslim. Where a Muslim should be able to straighten out his intentions so that other work does not damage him.

e. Figure 4 (Lets Try Again Typography)

The following are the results of the analysis of semiotic elements of capture/image fragments in tabular form:
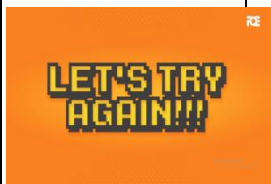
Picture	Element	Illustrations & Colors	Typography
	Icon	- The background color is orange.	- 'Game' font.
	Index	- The background color is orange.	- FQE logo, - 'Let's try again' typography
	Symbol	- Orange color	- FQE logo. - 'Game' font.

Table 4:*Capture*4/ Image Cut 4

1. Interpretation of the Meaning of Icons

In the stills/captures from this animated film, there is a colored background icon of a person which is a special icon color for the theme of this season's animated films, so several scenes in this film use a lot of orange. Next, there is a font with a game model that becomes an icon for several digital games or games that use that font model.

2) Interpretation of Index Meaning

What is an indication of the meaning of the index in the image/capture this time is an illustration of the orange background color which is characteristic of the Free Qur'an Education YouTube channel. Then, the typography that is the point of interest in the stills from this animated film is a typography that says Let's Try Again! By using a game font model where the type of letters and the words written are very harmonious and suitable, it's like playing a game but with the implied meaning of doing something good.

3) **Interpretation of Symbol Meanings**

The meaning of the first symbol is a color illustration element which is a symbol of the animated film I'm the Best Muslim, especially on the Free Qur'an Education YouTube channel. Second, which type of font or game style letter matches the words written Let's Try Again! It is a very famous symbol in the world of digital games or games where when you lose you have to do it again, but in the context of the meaning of this animated film, especially the capture of this animated film, is to repeat something that was wrong with something even better.

5) **Da'wah material**

The da'wah that we want to convey is still the same as the previous capture messages, namely maintaining the intention and etiquette to do everything good with sincere and sincere intentions for the sake of Allah ﷻ.

F. Figure 5 (Closing of the End of the Animation Film Story)

The following are the results of the analysis of semiotic elements of capture/image fragments in tabular form:

Picture	Element	Illustrations & Colors	Typography
	Icon	- 3 yellow stars, - Font design.	- 'Subtitle' font.
	Index	- The color design and font shape are a combination of yellow and orange, - 3 yellow stars	- FQE logo, - 'You are the best Muslim' typography
	Symbol	- *Backgrounds* fonts such as	- FQE logo.

		reward/gift stickers, - 3 yellow stars	

Table 5:*Capture*5/ Figure 5

1. Interpretation of the Meaning of Icons

The meaning of the icon in the stills of this animated film is in the image of 3 yellow stars which are a reward or award from the storyline of the animated film I'm the Best Muslim in carrying out amar ma'ruf and nahi mungkar. The three yellow stars icon is often used to express appreciation or symbolize a gift. Coupled with its yellow color, this star is optimistic, bright and cheerful. Then there is a background sticker image of typography which is blue with 3 other stars on the right and left sides which are white as icons on the sticker or winning ticket. The next icon is the typography from the closing of the animated film with the words 'You are The Best Muslim' with a large, attractive font design which has become iconic in this animated film.

2. Interpretation of Index Meaning

The meaning of the index mark on the stills from this animated film indicates that there is another typeface that says "You are the best Muslim" as an appreciation for the passing and final message of the animated film episode 8 with the reward given being marked with 3 yellow stars. The colors in the font are also supportive, namely yellow mixed with orange as a sign of optimism, enthusiasm, energy and warmth. This color is also the characteristic color in the animated film series I'm the Best Muslim. The background of this font also supports the typographic illustration depicted in it, namely a blue victory sticker design with 3 stars each on the right and left sides. Lastly, the FQE logo is always in the top right corner which is the brand or headline of an animated work, Free Qur'an Education.

3. Interpretation of Symbol Meanings

The meaning of the first symbol is 3 yellow stars, where the star sign is often a symbol of reward, prize, appreciation and appreciation. In the illustration it is explained that when we do everything carefully and in accordance with good intentions, we will get the title "You are the Best Muslim" and get 3 stars. The second symbol is found on a blue font

background with a design that looks like a winning ticket or sticker with a blue design, 3 stars on the right and left.

4. Da'wah material

As the final message in the animated film which was conveyed in the previous stills is about how to do all good deeds with good intentions and in a good way so that Allah can accept our deeds and become the best Muslim.

Animated film 'I'm The Best Muslim, Season 1, Eps. 8' which was broadcast on the Free Qur'an Education YouTube channel account on July 13 2021, through analysis of Charles Sanders Pierce's semiotic theory, namely triangle meaning, which contains 3 elements (Icon, Index and Symbol). From all film captures/cuts, the average design refers to a type of image that is a combination of illustration, typography, color and digital imagination. The meaning of the icons in this animated film is in the design of the eyes in the form of the letters hamzah, the head is separated from the body or has no neck, the star image is a continuous icon with the title 'I'm the Best Muslim' and the color orange on the main animated character and several colors The background is also the FQE logo which is always the headline in animated films so that it becomes a brand or what is usually called a watermark in the work. Then, the meaning of the symbols which are also the same as the animation icon are the eyes which are the symbol of the animation I'm The Best Muslim in the form of the letters hamzah, the neck which is separate from the body of the animated character, the star which is a symbol of reward or appreciation for the title of the best Muslim which is in accordance with the title, and the color of the person which is a symbol of enthusiasm, energy, balance and warmth in the animated story I'm the Best Muslim.

CONCLUSION

From the results of research on this animated film, I only took 5 representative captures or pieces of images as illustrations of the visual design of the da'wah communication. Da'wah visual communication design in the animated film I'm the Best Muslim, season 1, Eps. 8 uses the triangle meaning theory from Charles Sander Pierce's semiotic model, to reveal the visual design of his da'wah with the results of color illustrations, typography and animation that fulfill Islamic law with imperfect facial characteristics, namely eye designs in the form of the hijaiyah hamzah letters, separate heads and colors that do not contain conversions or deviations. In drawing,

da'wah strategies are no longer only on the pulpit of science councils, in writing or in the form of study videos, everything has changed to meet the challenges of the times. Various deviant thoughts and understandings are now often declared and voiced by visual designs or images in circulation, including illustrations, colors, typography and audio visuals. Therefore, visual communication design has become one of the most important sciences in the world of da'wah so that we can understand the meaning of a visual design. The animated film I'm the Best Muslim which is broadcast on the Free Qur'an Education Youtube Channel provides an attractive, unique, and state of the art visual design as the aim of their vision is to pay close attention to the design based on Islamic law or sharia in the rules of depicting an animation , so that the design work still provides meaning and design that is in accordance with Islamic law. Not only visual design, but they also use audio visuals which are only sound or what is usually called vocal only without using music

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