

## THE EFFECT OF DA'WAH MESSAGE AT @sholehahstory INSTAGRAM ACCOUNTS ON INCREASING THEIR *SELF-LOVE* FOLLOWERS

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### ABSTRAK

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh pesan da'wah akun Instagram @sholehahstory terhadap peningkatan Self-love Followersnya. Metode penelitian yang digunakan adalah kuantitatif descriptive. Hasil penelitian menyatakan menerima  $H_a$  dan menolak  $H_0$ , artinya terdapat pengaruh pesan da'wah akun Instagram @sholehahstory terhadap peningkatan self-love Followers-nya diterima. Hal ini didasarkan pada hasil nilai uji  $t$  melalui uji regresi linier sederhana yang menunjukkan bahwa nilai signifikansi pengaruh Pesan Da'wah ( $X$ ) terhadap Self-love ( $Y$ ) yaitu  $< 0,000 < 0,05$  dan nilai  $t_{hitung}$  sebesar  $11,860 > t_{tabel} 1,984$  sehingga dapat disimpulkan  $H_a$  diterima. Berdasarkan pengujian yang dilakukan diperoleh juga besar nilai hubungan (Koefisien korelasi ( $R$ )) sebesar  $0,768$  dan pengaruh (koefisien determinasi ( $R$  Square)) sebesar  $0,589$ . Ini menunjukkan bahwa variabel  $X$  telah memberikan pengaruh terhadap variabel  $Y$  sebesar  $58,9\%$ , angka ini termasuk dalam kategori cukup, artinya pengaruh yang diberikan oleh pesan da'wah akun Instagram @sholehahstory terhadap peningkatan self-love followers-nya dinyatakan cukup/ sedang. Dapat disimpulkan bahwa pesan da'wah akun Instagram @sholehahstory berpengaruh terhadap peningkatan self-love followers-nya sebesar  $58,9\%$  dengan kategori cukup

**Keywords :** keyword 1; keyword 2; keyword 3.

### ABSTRACT

This research aims to find out how much effect the da'wah message of the Instagram account @sholehahstory on the increase in Self-love Followers. The research method used is quantitative descriptive. The results of the study stated that they accepted  $H_a$  and rejected  $H_0$ , meaning that there was an influence of the da'wah message of the @sholehahstory Instagram account on the increase in self-love received by their followers. This is based on the results of the t-test through a simple linear regression test which shows that the significance value of the influence of the Da'wah Message ( $X$ ) on Self-love ( $Y$ ) is  $< 0.000 < 0.05$  and the value is  $11.860 > 1.984$  so that it can be concluded that  $H_a$  is accepted. Based on the tests carried out, it was also obtained that the value of the relationship (correlation coefficient ( $R$ )) was  $0.768$  and the influence (determination



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coefficient (R Square)) was 0.589. This shows that variable X has exerted an influence on variable Y by 58.9%, this figure is included in the sufficient category, meaning that the influence given by the da'wah message of the Instagram account @sholehahstory on the increase  $t_{hitung}$   $t_{tabel}$  in self-love followers is declared sufficient/moderate. It can be concluded that the message of the Instagram account @sholehahstory give effect on increasing in self-love followers by 58.9% with the category of enough

**Keywords:** Message Da'wah, Instagram, *Self Love*, *Followers*

## INTRODUCTION

The presence of social media has changed people's interaction and communication patterns. The dissemination of information occurs more rapidly and instantly, as well as communication that occurs in the community. Communication is currently not limited by space and time due to the existence of social media. The paradigm of society towards communication has changed, which initially communication occurs with direct meetings turning into communication using social media regardless of the distance or proximity and time differences. The result of the advancement of internet-based information technology makes everything easy. Now, a people get information is needed easily through laptops, computers and even smartphones connected to the internet.[1]

Along with the times, social media is not only used by individuals or individuals, but also by institutions or organizations. The very wide reach of messages is one of the advantages of social media. One of the social media that is now popular for people to use is Instagram social media. Instagram as one of the social media in the form of an application can be used to share photos and videos which also allows Instagram users to take photos, take videos, apply digital filters, and other networking activities. By sharing its privileges, Instagram can attach the hearts of social media users.

Instagram users come from all elements and segments of society without any difference in social class. All Instagram users mingle with each other.



**Figure 1.** Active users of Instagram social media

The data explains the total number of Instagram users from year to year that is increasing. So that in May 2023 it has been recorded that Instagram users have reached 116 million.[2] This is as previously researched by Nadya, et al, who stated that in Indonesia, the number of Instagram users until July 2021 was 91.77 million users. The largest users are in the age group of 18-24 years, which is 36.4%.[3]

Social media, especially Instagram plays an important role in da'wah in this modern era. *Da'i* on social media also come from various circles, ranging from prominent scholars to the younger generation who are still in school or university. Currently, the content on Instagram is increasingly diverse and comes from various aspects, ranging from comedy, music, sports, art, da'wah and other content. Of the many contents on Instagram, there are no less da'wah content. Da'wah, which was initially carried out by *da'i* with face-to-face meetings, has now changed to da'wah which is spread through Instagram. *Da'i* compete in creating da'wah content to attract public attention, starting from the concept of lecture videos, to verse quotes and hadiths. The content of da'wah is also attractively packaged with various elements of drawing art, illustrations, and other arts.[1]

Da'wah more needed because it concerns activities to encourage humans to carry out the teachings of Islam. So, that all its activities in all aspects of life and life are always influenced by Islamic teachings. In general, the function of da'wah can be seen from two aspects, namely in terms of the level of content or message of da'wah and in terms of the mission of community change.

The message of da'wah conveyed must be able to instill understanding, namely providing explanations about the ideas of Islamic teachings that are conveyed. It is meant that people can have a clear and correct perception of what is conveyed. Instilling understanding is the first step that must be achieved in da'wah activities because from a clear understanding, one can determine the attitude towards these ideas. In addition, the message of da'wah must also be able to arouse awareness, namely arousing human consciousness so that enthusiasm and encouragement arise to do a value presented to it. This awareness arises because a person has lived and felt for himself how much benefit the value conveyed to him is. With the awakening of this awareness, it is the threshold towards practical actions or the realization of deeds in accordance with what has been conveyed through the message of da'wah.[4]

In the previous study, it was explained that the presence of social media has a positive and negative impact. The positive impact of social media can help a person build a social network, expand the circle of friends, build self-identity, and express themselves, making it easier to access information and educational resources. increasing social awareness, as well as building participation in social movements. On the other hand, social media also has negative impacts such as not being able to manage time, increasing anxiety and fear, lack of sleep,

cyberbullying or *cyberbullying*, lack of communication and socialization with others directly, decreased critical thinking skills, and decreased mental health.

In the all-digital era, the ease and comfort received by individual in accessing social media can also be a problem if used excessively and can cause addiction. Addiction is an activity that continues to be carried out intensely even though it can have bad or negative consequences. Meanwhile refer to Natalia's research[5], majority of social media users are between the ages of 17-25 years old with the highest intensity of 48.7%, medium intensity of 28%, low intensity of 17.2%, and very high intensity of 9.4%.

As mentioned earlier that teenagers and young adults are the highest users of Instagram, teenagers need attention because this group is in the transition stage from children's lives to adults. This transition can be accompanied by a desire to freely develop their identity. However, if the transition period is not properly controlled, then adolescents can engage in risky behaviors. Based on the research of Heny Lestari et al.[6], it was concluded that risky behaviors in adolescents are with the gender of adolescent boys who have a 30 times greater risk of smoking, 10 times greater risk of drinking alcohol. 20 times greater risk for drug abuse, and 5 times greater risk for premarital sexual intercourse, when compared to adolescent girls.

In another phase, namely *quarter life crisis* is a condition experienced by individuals in early adulthood, namely 20-30 years old with unstable circumstances, many decision choices, worry, and even feeling hopeless in themselves. *Quarter life crisis* can be affected by several factors[7], namely: **First**, internal factors are in the form of an impressive childhood experience so that the impact can be felt until now. Childhood experiences are considered personal experiences that give rise to perceptions in individual in responding and interpreting things can cause emotional turmoil. **Second**, external factors are factors that arise from the surrounding environment, family environment, social media, informants spend 2-12 hours accessing entertainment content, work, as well as education to economic content. Third, the emotional aspect is an aspect arising from indecision making, easy despair, negative feelings about yourself, anxiety, depression, and worries about interpersonal relationships for various reasons that affect *the individual's* quarter life crisis.

The condition in the problem requires an action to maintain the continuity of physical and mental health. The action that can be conduct is grow up self-love. because loving oneself is the most expensive modality in maintaining one's existence. Erich Fromm[8] in his book *The Art of Loving*, defines *self-love* as a feeling of liking and caring for oneself and being selfish because it can give birth to a sense of emptiness and frustration and hinder a sense of happiness in oneself. *Self-love* not only includes taking good care of the body, but also appreciating reputation, giving attention to pronunciation and deeds or in other words to love, please and respect one's body and abilities.

Self-love is a combination of self-esteem and self-love that involves understanding through the point of view of compassion. It requires a person to speak to himself with kindness and forgive himself for a failure and pain that he has done. Thus, you will find respect and confidence from a sense of self-esteem combined with empathy and love.[9] The concept of self-love has several levels, namely personal self-love or self-limits, individual self-love or family boundaries and social self-love or national and world boundaries. Self-love also includes three components, there are self-cherishing (appreciating and caring for one's personal life, body, reputation, property, monarchy, state, humanity, and so on), self-acceptance (being able to accept oneself according to one's reality), and self-restraint (maintaining and obeying laws and morality in society and being careful in every action and word). Self-love includes several aspects, namely self-cherishing, self-acceptance, self-persistence, self-responsibility, and self-restraint. These aspects are not only related to a person's relationship with oneself but also include interaction with others. Therefore, self-love is closely related to the love we have for others.[10]

One of the things that can affect the formation of *self-love* is the solidity of a person's knowledge of himself, where a person already knows who he is, what potential he has, his physical state, so that they are confident and confident in themselves that they are able to do something on their own desires and awareness, do not easily feel inferior or lack confidence, and make himself feel equal to others.[11]

In life, there are two types of people who can be distinguished based on the way they love themselves. First, there are individuals who love themselves so much that they have a high sense of self-confidence. Second, there are individuals who tend to feel insecure or lacking, which is often referred to as feeling insecure.[11]

Refer to the Quran and Hadith, Muslims are taught to love themselves by not crossing the boundaries set by Allah *subhanahu wa ta'ala*. *Self-love* which is in line with Islamic teachings encourages individuals to appreciate and optimize the potential given by Allah, not to exaggerate in everything and not to boast. One way of *self-love* is to increase gratitude so that humans can accept what Allah has given them without damaging it and changing their creation. As Allah says in QS. Al-Baqarah: 152:

فَاذْكُرُونِي أَذْكُرْكُمْ وَاشْكُرُوا لِي وَلَا تَكْفُرُونَ

"Therefore, remember you to Me (Allah), I will surely remember you, and be grateful to Me (Allah), and do not deny Me (Allah)," (QS. Al-Baqarah:152).

In the book of tafsir *Haqa'iq At-Tafsir*, Abu Ab Rahman As-Sulami quoted from the Sahl Bin Abdullah who said that if a person loves Allah *subhanahu*

*wa ta'ala*, then those whose behaviour, deeds and words are based on the Prophet Muhammad (peace and blessings of Allaah be upon him). As-Sulami said that when a person applies in his life according to what the Messenger of Allah taught, they will be endowed with love and compassion in their lives. This shows that when a person is given love in his life, he will be easy to love himself or others and they will appreciate more what Allah has given them in their life. To foster gratitude and affection for oneself, it is necessary to care for each other and advise each other, one of which is by spreading kindness in accordance with the times.[12]

Currently, there are a lot of da'wah accounts scattered on Instagram social media. They try to spread posts containing messages about Islamic values sourced from the Quran and hadith with the aim of providing knowledge and understanding about religion. One of the da'wah accounts that is active on Instagram, is the @sholehahstory Instagram account. As of February 10, 2024, this account has 635,000 followers and has 3,738 posts. @sholehahstory Instagram account is an Instagram account that was formed on March 8, 2021. This account is engaged in the field of modern da'wah which aims to be a forum for Muslim women to form themselves with the best version of herself and discuss various topics that are often experienced by Muslim women in the form of illustrations to get deep engagement, namely the existence of good interaction between communicators and communicators.[13]

@sholehahstory Instagram account provides a great opportunity for its followers to give comments, as well as messages that they want to convey in the form of venting personal problems, friendship problems and others. The posts presented by the Instagram account @sholehahstory are studies that show daily life such as manners, tips, daily *doa* and various kinds of self-motivations related to increasing enthusiasm in achieving happiness in this world and the hereafter. Every post uploaded to @sholehahstory social media account often gets a lot of likes and positive comments from its followers.



**Figure 2.** Instagram Account Post View @sholehahstory

One way to make it easier for the *da'wah* message to be delivered, @sholehahstory Instagram account has formed several WhatsApp groups called

Friends of *Sholehah*. WhatsApp group can be joined by anyone specifically for Muslim women who want to join by registering through the link that has been listed in the bio of @sholehahstory Instagram account.

Based on the problem above, this research used a quantitative approach using a survey method. The quantitative approach is type of research approach based on an assumption that a symptom can be classified, and the relationship between symptoms is causal (cause-and-effect), which focuses only on a few variables.[14] Based on this approach, the form of a paradigm or quantitative research model uses a simple paradigm consisting of one independent and dependent variable.



**Figure 3. 1 Simple paradigm**

X = *Da'wah* message of the @sholehahstory Instagram account.

Y = Increase in self-love of his followers.

The type of research used in this study is the survey method. Survey research is research that use the same structured and systematic questions to many people, then obtained by the researcher recorded, processed, and analyzed.[15] The data collection technique carried out in this study is by using a questionnaire. The questionnaire used was in the form of a statement device distributed online which was answered by respondents through a google form link. The scale used in this study is a likert scale with 5 scales, there are appropriate, very appropriate), neutral, not appropriate), and strongly invalid).[16] The population of this study is all followers of @sholehahstory Instagram account which totals 650,000 on February 10, 2024. The technique used in determining the sample is probability sampling, while to determine the number of samples using the Slovin formula with a margin of error of 10%.[16]

$$n = \frac{N}{1+Ne^2} = \frac{635.000}{1+635.000x (0,1^2)} = \frac{635.000}{6.351} = 99,984$$

Based on the results of the Slovin formula above, the researcher rounded up the number of samples needed to be 100 people out of 635,000 followers of @sholehahstory Instagram account. The data analysis techniques used in this study are descriptive analysis, Validity Test, Reliability Test, Linearity Test, Hypothesis Test with Simple Linear Regression Test, which includes: t-test and determination coefficient test.

## RESULT AND DISCUSSION

Based on the results of the questionnaire distributed to 100 respondents, it can be obtained that 100% of the respondents are women. The number of respondents based on age is grouped into four groups, namely 18-20 years old as 37%, 21-25 years old as much as 42%, 26-30 years old as much as 15% and 31-35 years old as much as 6%. The number of respondents based on Education was grouped into three groups, namely 18% of high school education, 56% of education in lectures and 16% of respondents were workers.

To answer the problem in the research about how much effect the da'wah message of the Instagram account @sholehahstory on the increase in Self-love Followers, data analyses were carried out.

## 1. Validity Test

The data obtained from the questionnaire was analyzed using SPSS. From the output results of SPSS, all 27 items of statements were declared valid. Each statement item meets the basis of the test that the r-calculated value > r-table. The value of the r-table obtained is  $df = n-2 (30-2) = 28$ , the r-table is 0.361.

**Table 1. Test the Validity of Variable X (Influence of Da'wah Message)**

Statement X	r- table	r-count	Information
Item 1	0,361	0,561	Valid
Item 2	0,361	0,493	Valid
Item 3	0,361	0,618	Valid
Item 4	0,361	0,763	Valid
Item 5	0,361	0,531	Valid
Item 6	0,361	0,533	Valid
Item 7	0,361	0,508	Valid
Item 8	0,361	0,648	Valid
Item 9	0,361	0,774	Valid
Item 10	0,361	0,821	Valid
Item 11	0,361	0,659	Valid
Item 12	0,361	0,485	Valid

Based on the table above, it can be shown that the value of the correlation coefficient or r-calculation for the validity test of the instrument of the variable influence of the da'wah message (X) was carried out on 30 respondents and had been calculated using *IBM SPSS Statistic 26*, 12 statements in this variable were declared valid.



**Table 2. Validity Test of Y Variable (Increase in Self Love)**

Y Statement	r- table	r-count	Information
Item 1	0,361	0,906	Valid
Item 2	0,361	0,906	Valid
Item 3	0,361	0,847	Valid
Item 4	0,361	0,684	Valid
Item 5	0,361	0,778	Valid
Item 6	0,361	0,885	Valid
Item 7	0,361	0,878	Valid
Item 8	0,361	0,708	Valid
Item 9	0,361	0,779	Valid
Item 10	0,361	0,755	Valid
Item 11	0,361	0,684	Valid
Item 12	0,361	0,769	Valid
Item 13	0,361	0,685	Valid
Item 14	0,361	0,732	Valid
Item 15	0,361	0,779	Valid

Based on the table above, it can be shown that the value of the correlation coefficient or r-calculation for the validity test of the variable instrument of increasing *Self-love* (Y) was carried out on 30 respondents and had been calculated using *IBM SPSS Statistic 26*, 15 statements in this variable were declared valid.

## 2. Reliability Test

Reliability is to find out the extent to which the measurement results remain consistent, if the measurement is carried out twice or more for the same symptom using the same measurement tool.[17] In this study, the researcher used *the Alpha Cronbach* reliability testing method through *IBM SPSS Statistics 26*. The criteria for a research instrument are said to be reliable with the Cronbach alpha testing technique, if the reliability coefficient ( $r_{11}$ ) > 0.6, then it is declared reliable or consistent.

**Table 3. Reliability Test of X Variable**

Reliability Statistics	
Cronbach's Alpha	N of Items
.898	12

Based on the table above, the results of the reliability test of the Alpha Cronbach method (r calculation) can be seen in the Cronbach's Alpha column, which is 0.898 with N of Items showing that the sum of the number of statements input on variable X is 12 items. So, it can be said that Cronbach's Alpha results for 12 data from statement items, which is 0.898. The questionnaire is said to be reliable if the value of Cronbach's Alpha is  $>0.700$ , then it can be concluded that the question item for the variable of the influence of the message of da'wah has high reliability if it is based on a reliability coefficient table with a Cronbach's Alpha value of 0.898 exceeding 0.700.

The output results of the reliability test for increasing Self-love followers based on the SPSS Statistics 26 software obtained output results with Alpha Cronbach values as follows:

**Table 4. Reliability Test of Y Variable**

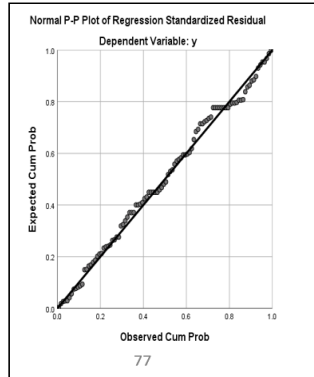
Reliability Statistics	
Cronbach's Alpha	N of Items
.963	15

Based on the table above, the results of the reliability test of Cronbach's Alpha method (r calculation) can be seen in Cronbach's Alpha column, which is 0.963 with N of Items indicating that the sum of the number of statements input on the Y variable is 15 items. So, it can be said that Cronbach's Alpha results for 15 data from statement items, which is 0.963. The questionnaire is said to be reliable if the value of Cronbach's Alpha  $> 0.700$ , then it can be concluded that the question item for the variable of increasing *self-love* has very high reliability if it is based on a reliability coefficient table with a Cronbach's Alpha value of 0.963 exceeding 0.700.

### 3. Normality Test

Normality testing was carried out to find out whether the data presented for further analysis was normally distributed or not. The basis for testing the normality test is if the significance value  $> 0.05$ , the data is normally distributed, while the significance value  $< 0.05$ , it is declared that the data is not normally distributed.

Table 5. Analysis of PP Plot Regression Standarized Residual



Based on table 5, the results of the Standardized Residual Regression Plot analysis in the form of a graph show that the regression model meets the assumption of normality. This can be said to be normally distributed because majority of the residual points on the curve approach the diagonal line or spread out following the diagonal line. Another analysis refers to score of significant can be shown on table bellows,

Table 5. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	7.08853424
Most Extreme Differences	Absolute	.061
	Positive	.061
	Negative	-.058
Test Statistic		.061
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

From the table above, it is known that the significance value of the Kolmogrov-Smirnov normality test is 0.200 which is greater than 0.050. So, the results of the normality test are declared to be normally distributed because they are greater than 0.050.

#### 4. Linearity Test

In this study, a linearity test was carried out to find out how much of a linear relationship between the two variables. A good correlation should have a linear relationship between the two variables. In the linearity test, it can be done by comparing the significance value of 0.05. If the value of *Deviation From Linearity Sig.* > 0.05, then there is a significant linear relationship between the independent variable and the dependent variable. If the value of *Deviation From Linearity Sig.* < 0.05, then there is no significant linear relationship between the independent variable and the dependent variable

**Table 6. Linearity Test**

			ANOVA Table				
			Sum of		Mean		
			Squares	Df	Square	F	Sig.
y*x	Between Groups	(Combined)	5520.771	22	250.944	6.530	.000
		Linearity	4997.854	1	4997.854	130.058	.000
		Deviation from Linearity	522.917	21	24.901	.648	.869
Within Groups			2958.939	77	38.428		
Total			8479.710	99			

Based on the table above, it is known that the significance value of the *Kolmogrov-Smirnov normality test* is 0.200 which is greater than 0.050. So the results of the normality test are declared to be normally distributed because they are greater than 0.050.

#### 5. Hypothesis Test

After passing the normality test and linearity test so that it is known that there is a linear and normally distributed relationship, the next step is to conduct a regression analysis to test the extent to which the da'wah message influences the increase in self-love. The variables used in the simple linear regression test can be seen in the following table,

**Table 7. Research Variable Input**

Variables Entered/Removed <sup>a</sup>			
Model	Variables Entered	Variables Removed	Method
Independent	Pengaruh Pesan Da'wah		. Enter
a. Dependent Variable: Peningkatan Self Love			
b. All requested variables entered.			

The output results in the table above explain the variables entered into the IBM SPSS Statistics 26 program, called variable X, namely the influence of the da'wah message as an independent variable and variable Y, called increasing self-love as a dependent variable.

#### a. Test t

Data analysis with t-test through *IBM SPSS Statistics 26* aims to compare between  $t_{tabel}$  and to find out whether  $H_0$  and  $H_a$  are rejected or accepted. The results of the t-test  $t_{hitung}$  can be seen in the table below.

**Table 8. Hypothesis Test with t-Test**

Coefficients						
		Unstandardized Coefficients		Standardized Coefficients		
Type		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.261	5.095		.247	.805
	X	1.178	.099	.768	11.860	.000

a. Dependent Variable: y

Based on the significance value from the table above, a significance value of  $0.000 < 0.05$  is obtained, so it can be said that the message of the Instagram account @sholehahstory affect the increase *in self-love followers*.

Looking for value  $t_{tabel}$ :

$$\begin{aligned}
 t_{tabel} &= (/2 ; n-k-1)\alpha \\
 &= (0,05/2) ; 100 - 1 - 1)
 \end{aligned}$$

$$= (0.025 ; 98) \text{ [ see value distribution value ] } t_{\text{tabel}}$$

$$= 1,984$$

Based on the value of t (t-test), it is known that the value  $t_{\text{hitung}}$  is  $11.860 > 1.984$  so it can be concluded that the variable of influence of the message of da'wah (X) has effect on the variable of increasing  $t_{\text{tabel}}$  self-love (Y).

**b. Determination Coefficient Test (R) Model Summary**

Table below will explain the results of the determination coefficient value to find out how much contribution the influence of the da'wah message (X) contributes to the increase in *Self-love* (Y).

**Table 9. Coefficient of Determination**

Model Summary									
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	DF2	Sig. F Change
1	.768a	.589	.585	5.96063	.589	140.669	1	98	.000

a. Predictors: (Constant), x

b. Dependent Variable: y

□

Based on the large results of the value of  $R = 0.768$  and the value of the determination coefficient =  $0.589$  based on data processing with  $R_{\text{Square IBM SPSS Statistics 26}}$  and the formula  $KP = x \ 100 \% = 58.9 \%$ , it shows that there is an influence contributed by the variable of the influence of the message of da'wah (X) on the variable of increasing  $0.768$  *Self-love* (Y) by  $58.9 \%$  while the remaining  $100\% - 58.9\% = 41.1\%$  is influenced by other variables.

**CONCLUSION**

Based on the results of data analysis, it is known that conclusion of the research conducted by the current study are declared to accept  $H_a$  and reject  $H_o$ . So, the hypothesis that reads that there is an influence of the da'wah message of the Instagram account @sholehahstory on the increase in self-love followers. The statement was taken based on the results of the t-test which showed a value  $t_{\text{hitung}}$  of  $11.860 > 1.984$  with a significance level smaller than the set probability, which is  $< 0.000 < 0.05$ , so it can be concluded that the variable of da'wah message (X) give effect to the variable of increasing Self-love (Y). The magnitude of the influence value obtained from the results of the determination coefficient

test on the summary model output is a correlation value (R) of 0.768 and a determination coefficient value (R-Square) of 0.589. It shows that variable X has affected variable Y by 58.9%. Referring to the determination coefficient, the magnitude of the influence of variable X on variable Y is included in the sufficient category.

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