

MORAL FILM MESSAGE ON WEB SERIES TEMAN KE SURGA

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Abstract

Nowadays, the phenomenon of religious-themed films is increasingly emerging in Indonesia, because Indonesia is a country with the largest Muslim population in the world, making it one of the target markets for religious nuances. Film web series Teman ke Surga are interesting as learning media for religious moral values in the midst of the rise of television films, most of which are not in accordance with the teachings of Islam. The formulation of the problem in this research is how is the perception of the public in the Yogyakarta Regional Yuk Ngaji community towards the moral message in the web series film "Teman ke Surga". This study aims to find out the moral message in a friend's film series web to Teman ke Surga in detail the perceptions of the community of Yuk Ngaji about the moral message in web series Teman ke Surga. The theory used in this study is the uses and effect theory and perception theory. This type of research is qualitative research. The technique of collecting data uses observation, in-depth interviews and documentation. The results of this study indicate that web series films are an alternative medium in educating Muslims in accordance with Islamic law. In the Teman ke Surga web series the message conveyed is to hasten marriage in Islam, obedience to parents, Compliance with Wives Against Husbands. Informant perceptions interpret the Teman ke Surga web series film, which is about the rules of how teenagers do not delay in marriage when they are considered capable of getting married in Islam about how to solve every problem in marriage, how jurisprudence is recommended in developing husband and wife relations, how Islam forbids dating before marriage and obedience of wife to husband.

Keywords: *web series, religious films, moral messages, media propaganda*

INTRODUCTION

The film Web series has for some years begun to flood video channels such as YouTube. Since last year the web series has been taken seriously so that the number of viewers continues to increase. The development of web series in Indonesia developed along with the emergence of video makers who began to use websites and Youtube to broadcast their work to the public. The popularity of web series in Indonesia is increasing along

with the variety of circulating genres and is considered as alternative entertainment from television which has become the mainstream media.

Web series is a continuous video that airs over a period of time on the internet (<https://dailysocial.id/post/tren-web-series-indonesia-increasingly-creative>, accessed February 20, 2018). Web series, also known as webpisode. The web series concept is similar to television programs but with a relatively short

duration of broadcasting, around 5-15 minutes. The program format can be various - such as soap operas, television films, talk shows, tutorials, news or video / blog series vlogs (https://dailysocial.id/post/tren-series-indonesia-increasingly-creative, accessed February 20, 2018) Web series or commonly called short films can provide a considerable influence on the human soul of the viewer. When watching a movie, a phenomenon occurs which according to social psychology is a psychological identification. When the decoding process occurs, the audience often equates or imitates the whole person with one of the film's roles.

Nowadays, the phenomenon of religious-themed films is increasingly emerging, this is because Indonesia is a country that has the largest Muslim population in the world so that it becomes one of the big target markets for films that have religious nuances. The closeness between film stories and the reality of society is a supporting factor that films that have religious genres are very well liked by Indonesians. Seeing the influence of the film is very large on the soul who is watching it, so the benefits of the film are used as a medium of moral education.

Moral is related to the ability to distinguish between right and wrong

(Nata, 2010: 93). Thus, moral is control in behaving. A person can be said to be moral, if the person's behavior is in accordance with moral values which are upheld by the community. So that an important task that must be mastered by adolescents is to learn what is expected by the community and then want to shape their behavior to suit social expectations without continuing to be guided, supervised, encouraged, and threatened with punishment as experienced by children.

A moral message is a message or message of meaning contained in a story, so that it can be an example or learning for someone who sees or hears it. Moral messages can be implied or explicit, through audio visual, and audio only, because moral messages are in a story that is packaged in forms, such as short stories, songs, poems, advertisements or films. Therefore, researchers are interested in examining the moral messages that exist in web series *Teman ke Surga*, because in the film there is a moral message that can be interpreted or elaborated on the meaning contained in it.

Friends of paradise film web series produced by Underblack and directed by Fuad Naim, in the production process until the post production takes approximately one month. Previously, Underblack made a

breakthrough by producing a web series film entitled "Bicara Cinta" and has successfully won an award as the 2016 positive Web Series. The song's soundtrack was taken seriously. There are at least 5 soundtracks that accompany scene after scene in Teman Ke Surga which consists of 8 episodes. Another thing that makes this film interesting to research is in terms of its cultivation, this web series gets a touch of the style of Korean drama which currently Korean-style dramas are favored by young people, it can be seen from one scene where Dinda's mother gave a bracelet his father's gift to his son was somewhat similar to a Bollywood film.

This film tells of a young man and woman who was forced to marry because of circumstances. The young man and woman in his role are known as arrogant and stubborn figures who also feel the same way with his wife. The story of a Teman ke Surga movie gives a moral message including the manners and procedures for getting along with men and women, obedience of children to parents, husband's obedience to wives, values of worship in husband and wife and how to become a wife and husband according to Fiqh Islam. Every scene has the value of education, providing information, persuasion and moral messages that have

been packaged in interesting ways based on the true social reality.

Web series Teman Ke Surga are interesting to be a medium of learning religious moral values for teenagers in the midst of the rise of television films that are largely not in accordance with the teachings of Islam. The fact that supports this statement is that although it displays scenes of youth association, everything is based on the teachings of Islam, especially in matters of courtship which are not allowed in Islam. This Teman ke Surga web series has been watched by more than one hundred thousand spectators, that number is higher than other religious web series films. The characteristics of the audience itself are not only teenagers but also parents. The observations in the Yogyakarta Regional Yuk Ngaji Community, the goal of parents watching the Teman Ke Surga web series is to provide knowledge to educate their children in accordance with the Islamic Shari'a. Here are some comments from Underblack's followers stating that this film gives a different color because in addition to providing movie entertainment, Teman ke Surga can become da'wah for the younger generation how to live according to the teachings of Islam.

METHOD

This study uses a qualitative method. When viewed from the type and object of research, this study uses naturalistic research. The object of this research is the perception of members of the Yuk Ngaji Community who have watched the Teman ke Surga web series produced by Underblack and directed by Fuad Naim consisting of eight episodes. Data sources were obtained by observation, in-depth interviews and documentation. The interview data is addressed to the Teman ke Surga Web Series Film producer, in this case people who know about Film Teman ke Surga, members of the Yuk Ngaji community who have watched web series Teman ke Surga, the general public who are not Yuk Ngaji community and have watched web movies Teman ke Surga and Ustadz as someone who understands religion. Data analysis techniques in this study using Interactive Miles and Huberman in Pawito (2007: 103), namely analysis techniques consist of three components, namely: data reduction (data reduction), presenting data (data display), and drawing and testing conclusions (drawing and verifying conclusions).

DISCUSSION

Film web series Teman ke Surga are generally religious films that are already familiar to teenagers. The knowledge of adolescents about religious-themed films and romance has grown widely, and each teenager has his own views about religious films. The views and knowledge of adolescents about the web series "Teman ke Surga" film are different from the views of society in general. The community thinks that religious-themed web series films are religious-themed films, or films that offer lessons and religious information such as those in the web series "Teman ke Surga" which offer teenagers association and how to respond to marriage when someone is already capable in religion. Islam. So the expectation of this film is an example and gives the principle of the values of good and bad and true planting from the perspective of Islam. As revealed in an interview with the web series film producer "Teman ke Surga":

"If it can be a reference to explain or help other friends and give an illustration that without dating can fall in love and without dating can be romantic and clearly blessed by God. Because the instinct to love is human nature and the way to channel it by getting married and this is actually a campaign to convey to easy children not to be afraid to marry young and if they are not ready who don't date, and marriage does not need love first which is important

to prepare is *ketaqwan* and a vision that values Islamic values. "(Niti Nurdaelan, Producer, Interview on September 14, 2018).

From interviews conducted to 5 (five) informants, most of whom were students. From the interviews conducted, it can be concluded that the message contained in the web series "Teman ke Surga" about getting married that marriage does not need to love first, but what is important is to prepare for faith and devotion. Provision of faith and devotion that is owned by someone in entering the wedding gate becomes the main thing not about how to seek love first, because someone's love is already a human nature and distribution of love by getting married.

In this study also looks for data relating to aspects of da'wah messages in the *Teman ke Surga* Web Series. The following are the results of interviews with informants who stated that the *Teman ke Surga* web series film was a propaganda media revealed in an interview with informant Heni.

"The moral value is to serve the parents, according to parents, that's how it is besides the religious values it is like not allowed to date" (Heni (24), Interview on September 14, 2018)

In the interview, informant Heni stated that web series *Teman ke Surga* had a missionary message, which is how a

child is devoted to parents, because *Ridho* Allah is the father of his parents. When parents want their children to get married, and all parents are *Ridho*, a child follows the will of the person as long as he deviates from the rules of God.

Meanwhile, the results of interviews with different informants Maulana M (Alif) interpret da'wah messages in *Teman ke Surga* web series, according to Alif's informant the message of preaching in the *Teman ke Surga* web series is describing how Islam teaches young marriage. Following is the interview with Alif informant "Married young, in the household how to react, if married young, you don't know yet, there is also a solution" (Maulana M, Interview on September 14, 2018). The results of the interview can be explained that the informant who had not known how to marry young without being based on love, became aware of the process of marriage, how to respond when someone was able to get married and various problems faced at the beginning of marriage and solutions to each problem which exists.

Informant Farah Amirah has an opinion in line with Alif's informant, according to him, the message of preaching in the film series *Teman ke Surga* is how Islam teaches to marry young and open the minds of teenagers how

beautiful marriage is built without love. Following are the results of interviews with Farah Amirah informants.

"Yes, maybe you are aware of the fact that the young marriage is not as heralded in the media, so easy marriage is not ready and all kinds, but it turns out that young marriage in Islam is recommended and that opens our minds." (Farah Amirah, Interview September 14, 2018)

The results of the interview above show that the *Teman ke Surga* web series films provide knowledge for informants that not all news from the media about young marriages with all kinds of problems is true. The results of the interview can also be interpreted that in understanding a life problem not only comes from the mass media which is not necessarily the truth, but can also be seen in terms of how Religion teaches and regulates everything in the world including marriage that has also been arranged and recommended.

Meanwhile, informant Nunung, is different in interpreting messages in the web series *Teman ke Surga*. Nunung's informant interpreted the message of *da'wah* in the film, namely knowledge of the boundaries of association between men and women. The following are the results of interviews with informants Nunung "Limits between men and women and we

can communicate in any field" (Nunung, Interview on 14 September 2018).

This was also revealed by Tsis Sakti Al Risyid informant. According to Tsis the *Teman ke Surga* series film gives a message, namely how should a Muslim in socializing and how the rules of association between men and women have been arranged, how a child is filial with his parents. Following are the results of interviews with Tsis Sakti informant AL Risyid.

"How should a man and woman get along, how complete is Islam that governs the association of all the ways to get along, both teenagers and parents" (Tsis Sakti Al Risyid, Interview on September 14, 2018)

The results of interviews with several informants above, in line with what was revealed by the film producer Web Series *Teman ke Surga* Niti Nurdaelan, that what is to be conveyed in the film Web Series *Teman ke Surga* is how a woman and a man behave in an Islamic relationship, how God turns the human heart upside down, who used to hate being like and how that love can be built and grow when someone is bound in a sacred bond of marriage. The following is the result of an interview with the film producer Web Series *Teman ke Surga* Niti Nurdaelan.

"There we actually try to describe how we should treat women, and how women should behave. And with the value of Islam that was not in love with Islam which was unknown, it became known, who had hated being fond of who did not care to be concerned and who was bound in an Islamic marriage bond "(Niti Nurdaelan, Producer, Interview on September 14 2018)

Based on the results of the interview above, it shows that young and adolescent audiences among the Yogyakarta Regional Yuk Ngaji Community know and understand the messages conveyed in the "Teman ke Surga" web series film because of the 5 informants. The results of the analysis also show that all informants like to see the web series Teman ke Surga. Informants were able to answer and explain the da'wah messages delivered in the web series "Teman ke Surga". The informants' knowledge in this study of the web series "Teman ke Surga" is a film that has a message about the behavior of women and men in Islam, how to get along with Islam, respect for parents, marriage without love, marriage on the basis of faith and devotion , how to build and succeed households with various problems according to Islamic teachings. The story of the Teman Ke Surga web series film is very educational and full of education because in the film most of the informants before

watching the Teman Ke Surga web series films did not yet know how to hurry up the marriage when they were able to, it was recommended in Islam without going through a courtship process.

Teman ke Surga web series film results of this study are one of the media in preaching, this is supported by the results of interviews with expert speakers Mr. Subhan Afifi below.

"I think the web series is effective as a missionary media because it delivers messages to the audience / public in a way that people don't feel patronized but the message is conveyed. Da'wah is a method that can be varied, conveying good messages, inviting people to do good, preventing the bad ones can be through any media, provided that in Islam it is a note that da'wah is a good goal, it wants to be conveyed well and the method must be good so there must be standards that must be met even if they are chosen as media, so they must be in accordance with the Shari'a. Do not let religion only as a material for communication or in sales, for example in television, the trend of religious films, so all making religious films will make it, but often the content is not properly discussed, then how to deliver it and sometimes it is counterproductive to its messages . "(Subhan Afifi,, Interview on September 14, 2018)

The results of the interview above indicate that the film's web series Teman ke Surga can be used as a media of da'wah when it is really discussed and involves a team of experts in Islam specifically to really examine the arguments and the use

of various accessories so that they are truly appropriate with Islamic law.

A person who is still young or adolescent always has an interest in something they have seen and they feel through their five senses. Interest in an event after a teenager receives impulses or stimuli and encouragement from the outside. These external stimuli will then be digested by the minds of young people / teenagers, assessed and perceived by them, so that eventually they will gain new understanding related to these external stimuli. From that understanding teenagers can assess whether the external stimuli they receive are good or not good, and can provide a positive response or negative response to external stimuli. These symptoms indicate that teenagers experience the learning process. Adolescents are individuals who are in transition from childhood to adulthood and are characterized by very rapid development of physical, psychological and social aspects.

Perception in this case is a term applied to the tendency of human perception which is influenced by desires, needs, attitudes and other psychological factors (Rachmat, 2015: 51). One's perception has an important role in one's communication. Moreover, perceptions carried out by adolescents or young people

tend to be more diverse and varied. One's perception can mean that people are different in responding to the same message in different ways, allowing communication between them in a forum.

The results in this study are in accordance with the theory used, namely the use and effect theory which can be explained that the concept of uses is an important part of the point of this thought. In this study the concept of uses uses the concepts of uses and gratification, namely the use of media is the amount of time consumed, various relationships between individuals and media consumers, and the content of media consumed or with the overall media. Members of the Yogyakarta Regional Yuk Ngaji community (uses) and Teman Ke Surga web series films as mass media get an effect after using certain mass media. Thus members of the Yuk Ngaji community can expect or estimate the close links between media messages and audience reactions. In the film Web Series Teman ke Surga that shows how the relationship between men and women in accordance with Islamic law and how the concept of Taaruf provides a new information and education to the public. This knowledge will make the public able to take lessons and information from the Movie Web Series Teman ke Surga and

automatically receive effects after using or watching the show.

Teman ke Surga web series films have delivered da'wah messages, it was shown in this study that most of the informants perceive Teman ke Surga web series films that are films with messages about the behavior of women and men in Islam, how to get along in Islam, respect parents, marriage without a sense of love, marriage with the basis of faith and devotion, how to build and succeed the household with various problems according to Islamic teachings.

Based on the results of the study showed that the informants in this study who were delivered in the interview who all thought they liked the film, the researchers concluded that the film was considered important by the informant. According to them the film is a mass media that conveys messages to the public, as well as other mass media. Films have many benefits for informants, one of the benefits of which is film provides entertainment and pleasure to the public. Film web series with religious themes such as Teman ke Surga from 6 informants argued that they were very fond because many Islamic messages were delivered and in Teman Ke Surga stories were very educational and full of education about

associations of young people to parents for informants and audiences

The results of the analysis carried out in this study regarding web series Teman ke Surga films there are several things that can be taken and discussed in this study, namely the judgments put forward by various informants are influenced by how one views a web series film so that the theme and messages from Teman ke Surga film web series provide input and education to shape the character of someone who can deeply instill religious principles related to right-wrong and bad to the judgment of a young person in choosing life in a community. The difference in perceptions of informants occurred because of differences in the level of trust between young people and society in general. Besides the differences in knowledge, insights, pleasures and habits between informants also became a factor in the occurrence of different perceptions.

The results of the analysis based on interviews obtained indicate that there are 3 different messages in perceiving Teman ke Surga web series films, namely Islamic values in socializing, twists and turns of young marriages according to Islamic sharia, and the obedience of a child to his parents. From the messages that have been interpreted, the informants' hopes are

expressed from the *Teman ke Surga* web series film, which can provide a basis and life guidance to be able to understand and distinguish between right and wrong.

In this film web series *Teman ke Surga* provide examples and provide basics that can be used as a reference for young people in stepping into the level of marriage without having to date. Young audiences can have the ability to distinguish between right and wrong by referring to Islamic sharia and moral values conveyed in a friend's film series web paradise.

Talking about kindness also means talking about morals, people who are not good will be called people who are immoral or at least considered as immoral people. In simple terms we can equate morals with human kindness. People can only be judged appropriately if their hearts and actions are reviewed together. We can judge people from their outer deeds but to judge their hearts we can only guess. We can distinguish good and bad also on the basis of comparisons such as only about the religious norms that exist in the teachings of Islam, for example, which has governed all the procedures for community (human and human relations) and godly ordinances (related to the creator of God of the universe). This is in accordance with Burhan (1998: 232) classifying moral

messages into three types, namely the category of human relations with God, the category of human relations with oneself and the category of relations between humans and other humans in the social environment including nature

These results are supported by the results of interviews with informants who are clerics and lecturers of the Faculty of Social and Political Sciences, Mr. Subhan Afifi, who stated that the moral messages conveyed in the film web series *Teman ke Surga* according to him are related to the invitation to enforce rules Islam in association, an anti-dating message, wherein generally young people are dating, offers that Islam already has a very good concept in the aspects of youth association, starting from how men and women, very technical things shake hands with the film this was introduced, how to build relationships before marriage, the marriage was not done by dating. Without dating you can be fine and sakinah mawaddah warohmah, it is introduced. In the film, it was also introduced to how respect for parents, being an activity in the community, how to build fellow Muslim brotherhood relations.

Web series *Teman ke Surga* also gives an example of the behavior of young people who can continue to run the Shari'a-Islamic Shari'a, a picture of young

people who always do good and obedient to parents and in acting are always based on rules both religious rules and norm rules -the norm in the community. This shows that Teman ke Surga film web series has a message to help in providing discourse and can also be a picture and reference for good behavior for adolescents as the nation's successor. In this film provide examples and descriptions of Islamic rules about all the rules of association arranged to marriage that prohibit courtship. The message in the Teman ke Surga web series is that with so many reasons to delay marriage but there is one reason to hasten it, Allah is the Prophet. no need to rush but don't procrastinate. Many say that just living alone is difficult, let alone both. of course the burden of life is getting heavier. He indeed brings together two people with their problems, each will make more problems, will make the burden of life more severe, but the difference is we no longer bear it alone, there will be people beside us who can make us grateful when like and smile at times of grief and with it we can blaze the path to heaven.

The results of the analysis researchers in accordance with the theory relating to morals that in order to determine the boundaries of the nature, temperament, will, opinions or actions that

can be said to be right, wrong, good, and bad (Nata, 2010: 92). Because it is related to good and right wrongly associated with the results of the analysis in this study, informants perceive diverse messages, among others, see the Teman Ke Surga web series films that assess aspects of serving the parents as stated by informant Heni, judging aspects of young married procedures that are permissible by Islamic teachings as stated by Maulana M (Alif)) and Farah Amirah informants and there are also those who judge from the aspect of getting along with young people according to Islamic law as stated by informant Nunung and informant Tsis Sakti Al Risyid.

The judgments put forward by various informants are influenced by one's perspective in responding to a web series film so that themes and messages from web series Teman ke Surga provide input and education to shape the character of someone who is deeper able to instill principles concerning religion with right-wrong and bad for the judgment of a young person in choosing life in society. The difference in perceptions of informants occurred because of differences in the level of trust between young people and society in general. Besides the differences in knowledge, insights, pleasures and habits between informants

also became a factor in the occurrence of different perceptions.

The results of the analysis show that religious-themed film media can assist in providing religious educational-educative views so that the messages conveyed in the film can be embedded in the public after watching the web series "Teman ke Surga" can be a knowledge and understanding to practice how to distinguish between good and right and wrong and shape one's character. After watching web series Teman ke Surga the effect is at least the audience knows the life guidelines that have been regulated and also recommended in Islam as what is conveyed in the film and the web series packs messages with a relaxed and light style so that individuals who have clear minds there is an effect on his life

CONCLUSION

Film web series is an alternative media in educating Muslims in accordance

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with Islamic law. In the Teman ke Surga web series the message conveyed is to hasten marriage in Islam, obedience to parents, obedience of wives to husbands. Web series Teman ke Surga give a different message, which is the obedience of children to parents and how to hasten the marriage recommended in Islam. Informant perceptions interpret the Teman ke Surga web series film, which is about the rules of how teenagers do not delay in marriage when they are considered capable of getting married in Islam about how to solve every problem in marriage, how jurisprudence is recommended in developing husband and wife relations, how Islam forbids dating before marriage and obedience of wife to husband. The Web Series as a new media that can become a reference for the Yuk Ngaji Regional Yogyakarta community and gives an idea that without dating can fall in love and the main thing is to seek blessings from Allah SWT.

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