

ISLAMIC LIFESTYLE ON HIJAB ALILA YOUTUBE SHOWS (EPISODE BTS THE SERIES)

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ABSTRACT

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The development of information technology, closely related to globalization, is evident in the significant enthusiasm of the public towards K-Pop and the fading of culture, as exemplified in the content showcased in the web series "Hijab Alila" on YouTube. This research aims to discuss the aspect of signs using Ferdinand de Saussure's theory. In each scene, an analysis of the web series "Between Two Sides: BTS The Series" will be conducted based on the system of signs in Structural Semiotics. Based on the analysis, it is simultaneously developed with the interpretation of the aspects and scenes analyzed as a whole. The researcher adopts a constructivist paradigm with a qualitative approach, providing an insight into the constructed reality of Islamic lifestyle.

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1. Introduction

The rapid development of technology in the field of communication has made it easier for individuals to maintain relationships with others. The spread of the internet has connected the lives of people worldwide. Internet access has become a primary need, especially through social media, a group of internet-based applications. These applications disseminate information through images, videos, and informative articles, representing advancements in digital conventional technology. YouTube is one of the well-known social media platforms, offering a wide range of cultural, economic, social, and traditional information, as well as entertaining content presented in an engaging manner through videography (Paramesti et al., 2021).

In the present era, technological advancements not only disseminate information but also facilitate the global spread of cultures through social media, which can be referred to as World Culture (Lathifah et al., 2019). Web series are short serial stories disseminated through the internet. YouTube, among others, is widely recognized and favored by many people, offering diverse virtual content uploaded on various channels. YouTube users often optimize their content to achieve top rankings in YouTube searches, focusing on aspects such as video

titles, descriptions, viewership, comments, ratings, and web series (Merdekawati & Lestari, n.d.).

The web series "BTS The Series" featured on the YouTube channel "Hijab Alila" contains numerous sermons that are packaged in an appealing manner for its viewers. The short duration of the films and the different themes attract many people to explore the YouTube channel Hijab Alila. Digital technology, fundamentally intertwined with cultural patterns and models, is marked by digital interactions in virtual forms (Fakhrurroji et al., 2020). Nowadays, young people predominantly use social media for interaction, and they are also avid fans of K-Pop, particularly the Korean Bangtan Sonyeondan group under Big Hit Entertainment, founded in 2013 and led by Bang Shin Hyuk as the founder and Chief Executive Officer (Agustin., 2021). The Korean wave emerged in Indonesia in 2011 with the appearance of the web series "Winter Sonata," which attracted a large number of fans and communities, reaching up to 50,000 people (Putri et al., 2019). The Korean wave has flourished and had a significant impact on the digital world, with K-Pop being one of the leading branches in current searches. The current phenomenon indicates fanaticism that leads to the adoption of foreign cultures with extreme enthusiasm, emotional attachment, and excessive love over an extended period (Gordon et al., n.d.).

The current music trends greatly influence the culture of teenagers, as they tend to access what they enjoy, such as the boyband BTS. BTS is characterized by their dance moves and lyrics that convey uplifting messages, creating a positive atmosphere for their listeners. BTS also complements the hierarchical organizational structure and network relationships among other K-Pop artists by collaborating to create new music that captivates a large number of their fans, who eagerly await their works (Lee & Nguyen, 2020).

BTS became the first K-Pop boyband to top the Billboard Hot 100 chart. Being the first boyband to achieve this prestigious feat is an impressive accomplishment. However, their achievements do not stop there. The seven members of this boyband also received the Grammy Awards in 2021 for their song titled "*Dynamite*." Their music not only encompasses meaningful lyrics but also conveys positive messages and promotes positive change. BTS serves as a vehicle for spreading South Korean culture, and anything they create is absorbed and followed by people worldwide. Their music videos are watched by millions of people around the globe (Wahyuningratna, n.d.).

Fashion appearance is indeed one of the determining factors of gender identity that can be directly observed. Gender identity is divided into two categories: masculinity and femininity, which are associated with an individual's gender. This identity is influenced by the characteristics of each individual, ranging from behavior, attitudes, to appearance (Darwin, 2001:8). However, the choice of clothing style still depends on the culture adopted by a society. This also applies to K-Pop idols, including BTS. In BTS's YouTube account, through music videos like "No More Dream" and "Boy With Luv," there is a noticeable shift and difference in the concept of masculinity in BTS's fashion, which leads to a change in the established culture. Identity is something deeply ingrained in a person. An individual's identity is formed through social interactions with others in their environment. It is through these social factors that a person's identity is shaped. For women, fashion choices and clothing style are important in presenting their identity. It is not uncommon for women to judge others based on their fashion choices. Research (Ernawati et al., 2021) explains that Islam has its own regulations known as "Islamic Fashion" or "Islamic Lifestyle" in daily life. One of these regulations is for Muslim

women to wear hijab, as it is a religious commandment in Islam. Therefore, the development of fashion in Indonesia is on the rise.

In the 1980s, there was a movement that opposed the suppression of expressive attitudes of Muslim women. Since the reign of Suharto, Muslim women have begun to find freedom in expressing their fashion, including wearing hijab. Women in the 1980s and 1990s who wore hijab were often viewed as radical. However, in 1991, hijab became recognized as the ideal fashion style for Muslim women. With this newfound freedom, many communities promoting modest hijab fashion emerged, reflecting Islamic fashion concepts. The visual representation of hijab became a discourse of fashion for Muslim women (Rahim, 2022).

The correlation between Korean drama and lifestyle was studied among students at the Department of Communication Science and Broadcasting, IAIN Surakarta (Kurniawati & Pratiwi, 2021). It explains that one culture that influences various parts of the world is the popular culture, known as K-Pop culture. K-Pop culture is currently trendy and popular, attracting a wide range of people and quickly spreading among the masses. K-Pop culture encompasses various aspects of human life, such as films, dramas, music, fashion, and more, which are disseminated through media platforms. Speaking of South Korea, the birthplace of K-Pop, it has been able to influence and invade other countries through the culture it presents. In Indonesia, since 1999, the Korean wave, also known as *Hallyu*, has gained popularity through mass media, television, films, and subsequently expanded to the export of popular music (K-Pop).

Islam is a perfected religion, guiding humanity to use their intellect in navigating their lives with strong, logical, and practical thinking that adapts to the changing times, while remaining steadfast in adhering to the beliefs they hold (Sada, 2016).

Islam serves as guidance for Islamic lifestyle, including the social order, where the Prophet Muhammad (peace be upon him) said: "*Innamaa bu'iysyu Liutammima makarimal akhlaaq*". I was only sent to perfect noble character. Parents are responsible for instilling moral education. Moral education is crucial as it relates to daily life, both personally and socially (Farida, 2016).

Islamic lifestyle encompasses various topics and issues circulating in society by incorporating Islam into daily life. In the Islamic lifestyle, adherence to religious principles and values is integrated into personal and social life, including lifestyle choices (Hadi, 2021).

Lifestyle is necessary for all human beings, not just followers of Islam. The concept of lifestyle is universal and, philosophically speaking, practical, as it is an innovation of operational procedures in leading a halal (permissible) lifestyle, which does not merely follow global trends but also adheres to established global procedures (Adinugraha et al., 2019).

The emergence of web series dates back to 1995, when Bulleseye Art produced its first web series with short animated episodes (Niken & Ashfahani, 2020). Among them are web series on YouTube that have gained popularity among teenagers and are produced with various engaging forms of entertainment, consistent uploads, and the presentation of fresh content. Web series not only offer new material but also foster fan communities through their captivating shows. Web series on YouTube have the potential to serve various purposes, including spreading religious messages, education, and more (Langga et al., 2019).

One such web series is "BTS the series," which is aired on the Hijab Alila YouTube channel. This series introduces the hijab lifestyle and conveys Islamic teachings and messages, portraying the contemporary lifestyle of teenagers through digital media. In the episodes, which revolve around K-pop fandom and hijab fashion, episode five depicts the lack of concern

for real-life matters among teenagers who solely focus on K-pop entertainment. This lack of empathy towards others and disregard for religious teachings, which are part of Islamic lifestyle emphasizing mutual assistance, is highlighted. It can be concluded that the web series "BTS the series" primarily focuses on conveying the message of Islamic lifestyle through its descriptive narrative. Therefore, in this particular opportunity, the researcher aims to conduct further research with the title "Islamic Lifestyle on the YouTube Channel Hijab Alila: 'BTS the series'."

2. Method

Ferdinand de Saussure proposed that semiotics is generally used as a tool to define signs as experiences that represent something else. According to Saussure, a sign can be considered a sign when it contains a signifier and a signified. Saussure's semiotic model revolves around the observation that everything can be observed if there are signifiers and signifieds. Saussure divided his theory into four key concepts: Signified, langue and parole, synchronic and diachronic, and syntagmatic and paradigmatic. The physical aspects that are captured by the mind, such as appearance, lines, colors, and sounds, constitute a signifier, while the signified represents the meaning or message that is grasped by the mind of an individual (Fanani, 2013).

Saussure employed the concepts of synchronic and diachronic, which involve studying language within a specific time period and continuously as long as the language is in use. Syntagmatic analysis explains the relationships between elements of linguistic concepts in an orderly manner, while paradigmatic analysis explains the irregular relationships. This analysis refers to the context of meaning attribution resulting from the interpretation of the researcher regarding the analyzed research object using Ferdinand de Saussure's semiotic model. (Khazzanah Putri et al., 2022).

In this study, a descriptive qualitative method was used to describe the web series or film "BTS the series" on the Hijab Alila YouTube channel, focusing on signifiers and signifieds. The research object was the signs and the meanings of the Islamic preaching messages in the episodes. The semiotic analysis of Saussure's sign system, specifically the signifier and the signified, is realized by analyzing several signs to ultimately discover the meaning behind the presented signs using Saussure's semiotic analysis (Surtiyoni, 2018)

The emergence of the Korean Wave in Indonesia first occurred with "Korean Wave a Spell in Indonesia 2011," triggered by the web series "Winter Sonata." This led to the proliferation of the Korean Wave in Indonesia, resulting in the establishment of nearly 50,000 Korean culture communities. The Korean Wave, as it developed, had a significant impact on the digital world. One aspect that is particularly prominent on social media is K-Pop entertainment, which has become a habit and addiction for young people who are fanatical about the lives of their idols. Many fans adopt the idol's culture, including lifestyle, behavior, and even excessive cultural fascination. This extreme behavior, emotional attachment, and long-lasting sense of love.



3. Results and Discussion

This research focuses on a web series consisting of 5 episodes in one video clip. Each episode has a duration of 7 to 15 minutes and was released in 2012. The researcher's focus is on the storyline, which tells the story of the friendship among Muslim teenage girls who are fanatic about K-Pop and how Islamic lifestyle changes the life of the main character. To analyze

this web series as a whole, the researcher examines the objects portrayed, the technical aspects of scene recording, and other relevant factors. The following is a detailed identification based on each episode, selecting 3 to 4 scenes within the duration of the 5 episodes. The details are as follows:

Figure 1. Responsibility as a Student Episode 1

Table 1. Analysis of Signifier and Signified Meanings in BTS The Series Episode 1

Signifier	Signified
 <p>Vania : “<i>Mau kemana sih ?</i>” (“Where are you going?”) Olin : “<i>Gue ada halqo hari ini</i>” (“I have a halqo today”) Vania : “<i>Yaela lin bilang aja lagi kerja kelompok</i>” (“Oh, come on, just say you have a group project.”) In this scene, Vania tries to persuade Olin to lie and not go to the Halqo so that Olin can stay and watch BTS with her and Laudy.</p>	<p>Vania asks Olin to stay there to watch the ongoing BTS concert, but Olin refuses because she has a responsibility to attend the Halqo. This scene signifies that Olin still has responsibilities and refuses to lie just for her own enjoyment and the company of her friends. It also portrays her aversion to the negative aspect of lying.</p>
 <p>Olin arrives and attends the Halqo. In this scene, one of them asks about the best form of healing, whether it's watching K-Dramas or listening to K-Pop.</p>	<p>Alila explains that information comes from what we see and hear. This scene signifies that whatever we watch should align with our needs and we should extract the positive aspects from what we see and not blindly accept everything.</p>




 <p>Olin : <i>"Tehteh sama aja gibahin orang"</i> ("You're just gossiping about people") In this scene, Teh Arin feels frustrated with Olin, who always prioritizes K-Pop over what is in front of her.</p>	<p>A quarrel between the younger sister and the older sister where they have opposing views. This scene carries the meaning that commenting on someone should not involve tearing them down because it goes against <i>Islamic Aqidah</i>, as it assumes that one's own perspective is always correct.</p>
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Figure 2. Belief in Religion Episode 2

Table 1. Analysis of Signifier and Signified Meanings in BTS The Series Episode 2

Signifier	Signified
 <p>Olin : <i>"Oppa Olin berangkat sekolah dulu ya"</i> ("Oppa, I'm off to school first") In this scene, Olin feels happy bidding farewell to the K-Pop idol.</p>	<p>Olin talks to a K-Pop idol poster, indicating her excessive liking and admiration for the poster. This scene signifies excessive pleasure or liking that can lead someone astray and does not reflect the qualities of Islamic Lifestyle as a Muslim</p>
 <p>Olin is entrusted with participating in a national article competition with the theme of LGBT. In this scene, Olin takes advantage of Mrs. Wati's request not to attend classes until break time.</p>	<p>Mrs. Wati's request for Olin to represent their school in the national article competition. This scene carries the meaning of Mrs. Wati's request and trust in Olin to participate in the national-level article competition. Olin's character reflects curiosity because she skips classes to find out about LGBT and create an interesting article</p>



 <p>olin : “Ga, lo seharusnya tau masalah beginian deh”.</p> <p>(“Ga, you should know about this kind of matter”)</p> <p>In this scene, it is shown that such matters are not encouraged, even prohibited in religion. Olin's male friend expresses his feelings of liking and wanting to date Olin.</p>	<p>With an annoyed expression, Olin asserts to her male friend not to disturb her in completing her article assignment. This scene signifies a strong belief in religion because dating does not align with <i>Shariah</i> and <i>Aqidah</i> in Islam and does not reflect the qualities of a Muslimah.</p>
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Figure 3. Motivation Episode 3

Table 1. Analysis of Signifier and Signified Meanings in BTS The Series Episode 3

Signifier	Signified
 <p>Teh Arin mocks Olin and advises her to understand what she has admired to the point of losing track of time.</p>	<p>Olin talks to a K-Pop idol poster, indicating her excessive liking and admiration for the poster. This scene signifies excessive pleasure or liking that can lead someone astray and does not reflect the qualities of Islamic Lifestyle as a Muslimah.</p>
 <p>Watching and commenting on K-Pop Vlog videos featuring their idols. In this scene, it is shown that Olin feels that what she has been watching deviates from her religious culture.</p>	<p>They seemed happy and unconcerned, while Olin looks restless due to the scene that should not be shown. Olin tries to avoid it, using the excuse of a deadline for Mrs. Wati's article. This scene signifies Olin's anxiety</p>



Olin approaches Alila to ask about what the vision of a Muslim's life should be like, and Alila explains it to her.

Olin understands what Alila explained, that the vision of a Muslim's life is paradise, where we should care for others and strive for *Shariah*, *Aqidah*, and good manners as an example of a Muslimah.

This scene signifies Olin's desire to become a better person by delving deeper into true religious knowledge.

Figure 4. Loss of Belief Episode 4

Table 1. Analysis of Signifier and Signified Meanings in BTS The Series Episode 4





Signifier	Signified
 <p>Olin was watching a video of a street accident and informed her two friends, but they ignored her because they were watching K-Pop.</p> <p>This scene shows the loss of caring for others</p>	<p>Olin feels that her two friends are too fanatic and absorbed in their K-Pop obsession, neglecting their surroundings and what is happening around them.</p> <p>This scene signifies fading empathy due to negative entertainment and does not reflect the qualities of sympathy towards others.</p>
 <p>Olin notices her sister giving a religious sermon and feels that she is far away from her God.</p> <p>In this scene, Olin's heart is stirred to follow in her sister's steps and become an activist for spreading religious teachings.</p>	<p>Olin feels sad and restless by seeing her sister, and she also feels that she and her two friends no longer reflect the Islamic lifestyle in their lives.</p> <p>This scene signifies a change in someone's life inspired by their surrounding environment.</p>
 <p>Olin's mother wants her children to always be harmonious and uphold their beliefs as Muslimahs. Olin feels that she is far from what her parents expect.</p>	<p>The sadness of the family remembering their father and the parents' desire for their daughter.</p> <p>This scene carries the meaning of self-change and fulfilling the desires of the parents. Olin feels that she needs to change and adhere to her parents' wishes, as well as her own desire to migrate.</p>

Figure 5. *Hijrah* Episode 5

Table 1. Analysis of Signifier and Signified Meanings in BTS The Series Episode 5

Signifier	Signified
 <p>The debate that occurs between Olin, Laudy, and Vannia.</p> <p>In this scene, it is shown that fanaticism has occurred without being realized by Laudy and Vannia.</p>	<p>From the debate that occurs here, Olin already feels that her two friends are too fanatical, to the point of belittling others who are perceived as insulting their idols (<i>Bias</i>). This scene signifies excessive liking and the fading of cultural values in an individual.</p>
 <p>Olin decides to follow what she has chosen, to return and become a better person, leaving the K-Pop world behind.</p> <p>In this scene, Olin chooses to give in and live her life in a better way.</p>	<p>The argument among the three friends with conflicting thoughts leads to a split.</p> <p>This scene carries the meaning that making choices is difficult but necessary for one's own well-being.</p>
 <p>Olin's sadness and realization of the importance of living according to the Islamic lifestyle in her life.</p> <p>In this scene, it is shown that Olin feels sad because she can no longer follow her two friends and cannot guide them to live their lives according to the teachings of Islam, without being fanatical about K-Pop.</p>	<p>Olin starts her <i>hijrah</i> by removing and letting go of her K-Pop idol posters and starts reciting the Quran.</p> <p>This scene signifies the right choice bringing peace to the heart.</p>



Olin becomes a motivator among young Muslimahs.

This scene tells a flashback of Olin during her school days.

Olin shares her life story with her peers in the show.

This scene signifies the motivation in undergoing *hijrah*, which is not easy and requires sacrifices.

4. Conclusion

In conclusion, based on the research using Ferdinand de Saussure's analysis method, the researcher concludes that the BTS The Series content on the YouTube channel Hijab Alila carries the meanings of learning and character formation through the messages of Islamic lifestyle. Firstly, the Hijab Alila channel utilizes YouTube as a means of religious preaching, presented in a web series format featuring teenagers who depict life through Islamic lifestyle in its entirety. The journey of *hijrah* reflects a person's perseverance in achieving their chosen life goals. Secondly, the researcher also concludes that the use of signifiers and signified meanings can motivate individuals through what they see and are presented with. This is a form of utilizing social media for the purpose of motivation.

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