

Discourse Analysis of Dating Prohibition on @Fuadbakh Instagram Account (Study on Ngga Pacaran Ngga Gaul Video Series Post)

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Abstract – The development of information and technology has changed people's lifestyle. one of the impacts is the shift in people's to a free lifestyle. The large number of content that displays free sexual behavior on social media makes it seem like this is something common. This is unsettling because it has an impact on the morals and morals of Muslims. Therefore there needs to be a massive and interesting counter of *da'wah* to influence the mindset of Muslims.

This study wants to find out how the discourse construction of dating prohibitions raised in the content of the Ngga Pacaran Ngga Gaul video series on the @fuadbakh Instagram account. According to Van Dijk, discourse analysis is a study of discourse that is not only based on text analysis alone, because text is only the result of production practice which must also be observed and how the text is produced. So that we gain knowledge why such texts are formed.

Based on the results of observations in this study, all strategic elements contained in the text, social cognition and social context of the Ngga Pacaran Ngga Gaul video series are directed to give a good impression of the prohibition of dating. Meanwhile, dating activities tend to be described as something wrong, deviant, and not in accordance with the teachings of Islamic law. In addition, Fuad Bakhtiar also mentioned a better solution to be taken in order to avoid immoral immorality, namely by encouraging marriage.

Keywords – Prohibition of Dating, Discourse, Teun A Van Dijk, Constructivist.

I. INTRODUCTION

In this developing era of internet technology, The presence of social media as a part of new media has brought many changes to the world of communication, and finally the need for the internet has begun to shift to become a primary human need. (Rulli, 2012: 60). Unfortunately, not only positive impacts, there are also negative impacts from advances in information technology, which are not balanced with media-wise awareness. There is a lot of content that can

encourage teenagers and young people today to do activities that are not in accordance with the prevailing values and norms. The rise of the dating activity phenomenon that is currently practiced by many young people is now common.

Whereas, looking at the reality and facts, the phenomenon of pregnancy outside of marriage has often occurred. The news of a man who killed his girlfriend because she became pregnant before marriage was often heard on television. Survey data that was conducted on young people also reveal

surprising facts. BKKBN data in 2010 shows that in Jabodetabek, 51% of young women who have lost their virginity, more than 90% of adolescents have kissed their girlfriends, even 22% of high school students have had abortions. The results of other research that also support this statement, namely research on free sex behavior among the young generation in 2006 in Makassar, revealed the free sex behavior of the new generation of teenagers of approximately 474 adolescents who were used as research samples, apparently admitted to having had sex. Sex without marriage and what is even more surprising is that 40% of them have sex for the first time, in fact it is done at home with their boyfriends (Nurhidayah and Setiawan, 2008: 61).

From the cases mentioned above, it appears that from year to year there are always adolescent sexual behavior and there are indications of a significant increase. Adolescent sexual behavior, especially with boyfriends, seems to have started to become a symptom among our teenagers. These high figures are based on reasonable matters considering that Indonesia is an Eastern country that is dominated by religious and cultural teachings. Therefore we need a more effective approach to disseminate information about healthy sex to adolescents.

Seeing this fact, with the development of information technology, it is a must, that the developing of internet is used for *da'wah*. Islamic *da'wah* has a very important role in fulfilling the spiritual needs of the community, as a means of education, as well as a means of controlling Islamic values in society as a communication process. *da'wah* on the internet has actually been done by various people, one of which is the Instagram account @FuadBakh, which is one of the many *da'wah* accounts on Instagram. Based on the feed or video and image content contained on the @fuadbakh Instagram account, there are 2300 posts, the total number of content since the first upload on November 1, 2015 to November 2020. This account already has a number of followers up to 1.1 million.

The contents of the @fuadbakh Instagram account discuss various themes and topics, ranging from youth romance, advice, motivation, to socio-political themes. The content of Fuadbakh's Instagram account usually serves a lot of *da'wah* messages, especially *da'wah* which contains prohibitions of dating.

The discourse on the prohibition of dating is packaged with an attractive appearance using Korean videos that are currently popular with young people. The snippet of the ulama's lecture, which was included in the video, which lasted no more than 60 seconds, turned out to be able to reach the audience with an average of 45,000 views per video. In

addition, the language and style of delivery of messages are packaged uniquely so that they tend to make it easier for the audience to understand the contents of messages on their Instagram accounts. something also important in the process of *da'wah* communication is the preaching. According to Mulyana, Communicators play an important role in structuring messages systematically so that the messages conveyed can be well received by the communicants. (Karlina, 2014: 32).

The video series "Ngga Pacaran Ngga Gaul" is one of the posts on the @fuadbakh Instagram account which discusses the prohibition of dating. This video series has 6 video sequences, each about 1 minute long according to the maximum duration of the video on Instagram. In this video series contains footage from the Korean drama Descendant of The Sun, played by Song Joong Ki as Kapen Yoo Si Jin, Song Hye Kyo as dr. Kang, Moo Yeon, Kim Ji Won play Yoon Myung Joo, and Jin Goo who plays Seo Dae Young, which is then combined with re-dubbing and lectures containing Islamic *da'wah*.

The uniqueness of this video series is the uses of the Korean drama Descendant of The Sun illustration, which is a romance drama. However, in the hands of Fuad Bakhtiar, the video series was re-dubbed and in fact tended to direct the audience not to date. among a lot of content regarding discourses on free lifestyle and sexual behavior, *da'wah* content such as the Ngga Pacaran Ngga Gaul video series needs to learn deeper into discourse construction and how discourse makers can package their messages more attractively.

So, in this study, the paradigm that is use is constructivist to see further how the owner of the @Fuadbakh Instagram account constructs his message regarding the prohibition of dating through Instagram media, using Teun A. Van Dijk's discourse analysis theory. The paradigm used in this research is the constructivist paradigm. The constructivist paradigm emphasizes the politics of meaning and the process of how a person creates a picture of a reality. Therefore, discourse analysis is an analysis to uncover a specific meaning or purpose (Eriyanto, 2001: 5). Based on the background description of the problem above, the formulation of the problem in this study is, How is the discourse construction on the prohibition of dating on the FuadBakh Instagram account?

II. METHODOLOGY

This study uses discourses analysis in which through discourse analysis, researchers not only know the contents of the text but also see how a message is conveyed through

words, phrases, sentences or metaphors, so in order to obtain the necessary data the researcher will use several techniques, namely:

Interview, In this study, the authors conducted interviews with the @FuadBakh's Instagram account owner, as well as some @Fuadbakh followers as informants in order to obtain information about the social context. Furthermore, documentation and observation. The analysis technique used is descriptive method, with a discourse analysis knife according to Teun A. Van Dijk to answer the problem formulation in this study. Teun A. Van Dijk The discourse by Van Dijk examines three aspects. The first aspect that examines the construction of discourse, which combines the three dimensions of discourse into an analysis, namely: macro structure, superstructure, and micro structure.

III. RESULTS AND DISCUSSION

First video of video series Ngga Pacaran Ngga Gaul started with a conversation between the antagonist male and Captain Yoo Si Jin. They talked about the relationship between Kapt. Yoo with Dr. Kang. Then Kapt Yoo replied that he liked Dr. Kang, but he didn't want to date because he was afraid that by dating he would fall into sin.

Second video then recorded with a different background, the conversation between Kapt. Yoo with Sergeant Soo Dae Young. This episode is quite short, showing only a few Kapt scenes. Yoo greets Sergeant Soo and asks how he's been. Then Sergeant Soo replied that he wasn't okay or there was a problem.

In third video, it's still the same background. Sergeant Soo shared that he was upset and confused. Then he asked Kapt. Yoo to be introduced to girl. Then Kapt. Yoo was surprised.

Entering fourth video, in this episode it starts regarding the problem of Sergeant Soo, which is make him confused. He wants to have a lover or girlfriend because he wants to look good and not out of date. Then Capt. Yoo advised the message that it was one of Satan's temptations. "Because actually Satan is your enemy. So make Shaytan your enemy" (Surah Al Fathir: 6).

Fifth video, continued in a different setting. Still displays the conversation between Kapt. Yoo with Sergeant Soo Dae Young. This time, Sergeant Soo has awakened to his friend's advice in the previous episode. This time he decided to stop thinking about girl. He will begin to take serious steps and seek a companion or marriage. Kapt yoo also agreed because indeed marriage is a way to protect himself

Sixth video is the final episode of the Ngga Pacaran Ngga Gaul video series. In this episode, Sergeant Soo discussed the problem of meeting himself with his girlfriend first. This episode begins to draw a new character, Sergeant Yoo's girlfriend. Sergeant Yoo had an argument with his girlfriend because he broke off the relationship between them. But his lover did not accept it and instead accused Sergeant Yoo of liking another woman. So Sergeant Yoo made it clear that what they were doing (dating) was something wrong. Finally, the video series Not dating, not hanging out, ended in this episode.

Text Analysis of the Prohibition of Ngga Pacaran Ngga Gaul Video Posts

The discourse seen from a textual point of view, according to Van Dijk, includes three aspects. The first aspect that examines the construction of discourse, which combines the three dimensions of discourse into an analysis, namely: macro structure, superstructure, and micro structure. The discourse regarding the prohibition of dating is also packed with an attractive appearance using video footage taken from the drama Descendant of The Sun. In addition, the language and style of delivering messages are packaged uniquely so that it tends to be easy for the audience to be able to understand the contents of the messages on their Instagram accounts. Another thing that is no less important in the process of *da'wah* communication is messages. According to Mulyana, communicators play an important role in systematically compiling messages so that the messages conveyed can be well received by the communicants. (Karlinah, 2014: 32).

In the structure of the text, Van Dijk divides it into three levels of analysis. First, the micro structure which is the general meaning of a text which can be observed by looking at the topic or theme to be raised in a news or text. Second, the superstructure, which is a discourse structure that is related to the framework or schema of a text, how the parts of the text are arranged into a whole news. Third, microstructure is the meaning of a news or discourse that can be observed through a small part of a text, namely words, paraphrased sentences and so on.

All texts are seen as having rules which can be seen as a pyramid. The overall meaning of a text is supported by words, sentences and propositions. Van Dijk understands certain rhetoric as part of a news or discourse-making strategy. The use of certain words, sentences, certain styles is not only seen as a way of communicating but as a political communication, a way to influence public opinion, create support, strengthen legitimacy, and get rid of opponents or opponents. Discourse

structure is an effective way to see the rhetoric and persuasion process that is carried out when someone delivers a message (Eriyanto, 2001: 254).

Macro structure

Teun A Van Dijk's first analytical structure was a macro structure. Van Dijk defines a topic as the macro structure of a discourse. From the topic, we can find out the problem and the actions taken by the communicator in overcoming a problem. Actions, decisions, or opinions can be observed in the macro structure of a discourse. This macro structure forms the basis and plays an important role in shaping social awareness through this NPNG video series.

The discourse construction compiled in the NPNG video series consists of 6 video posts, each of which lasts 46 to 60 seconds. Each post has sub-themes and topics that support each other's main topic, namely the topic of the prohibition of dating. In posting 1 video series Ngga Pacaran Ngga Gaul (NPNG) the theme or topic raised is the tenacity of the principle of not dating. Meanwhile, the theme or topic raised by Fuad Bakhtiar in posting 2 NPNG videos is a feeling of sadness or turmoil that usually loves young people today. In post 3, it is a continuation of the previous post. So the theme or topic raised by Fuad is still about the confusion and anxiety of young people who arise because they do not have a boyfriend or partner. In posting 4 videos of this NPNG, the theme or topic raised by Fuad is about youth anxiety and anxiety about single status. Starting to enter the last 2 posts, in posting 5 NPNG videos, Fuad Bakhtiar included the theme of marriage as a solution to channeling biological desire for youth. And in the end, posting 6 NPNG videos, the theme raised is about dating is wrong. Of all the sub-themes in previous posts, the sub-themes in this post 6 emphasize the decision to leave a boyfriend or partner. This is based on various considerations that have been discussed in previous posts

Through the 6, the footage of the video series taken from the film *Descendant of the Sun*, which is basically a film about romance, Fuad Bakhtiar tries to convey a message about the prohibition of dating with the sub-themes that have been compiled in each of his video posts.

Superstructure (Schematic)

The second structure is Superstructure (Schematic). Text in general has a flow from introduction to end. This flow shows how the parts in the text are arranged and ordered so that they form a unified whole meaning. Schematic is one element that can also be understood how opinions are arranged and arranged. This is done as a strategy from the

author to support the general meaning by providing a number of supporters. In other words, schematic elements emphasize the information that you want to highlight will be put forward first and place less important supporting information at the end to make it seem less prominent (Sobur, 2001: 76)

To explain the schematic elements, the researcher uses plot elements. The plot is an arrangement of the storyline from start to finish which usually consists of three act structures. Namely the initial round, the conflict round and the solution round. In the 6 NPNG video posts, the average duration is quite short, which is about 60 seconds, Fuad Bakhtiar consistently maintains the pattern of the story. On each video post, it has an almost uniform plot. Namely, in the first round, Fuad presented an introductory story that explained the situation and conditions. While entering the conflict round, Fuad began to explain the problem in the video posting. And in the final round, a solution or solution to the problem in the video story will be presented.

Micro Structure

Meanwhile, the last text analytical knife is Micro Structure which consists of several elements, namely, Semantics, Syntax, Stylistic, and Rhetorical. In general, semantics can be defined as the discipline of linguistics that examines the meaning of a language. Semantics in Teun A Van Dijk's discourse analysis scheme are categorized as local meanings, namely meanings formed from a combination of backgrounds, relationships between sentences, relationships between propositions that ultimately construct certain meanings in a text. Semantics does not only define what is the most important part of an event. In essence, semantics discusses the implied meanings contained in a text. There are several semantic strategies, namely: setting, details, and intent, coherence, sentence form, pronouns, lexicons, graphics, and metaphors.

Not only that, this structure basically indicates how a person chooses a word from the various possible words available. The choice of words used shows certain attitudes and ideologies. The same event can be described differently by choosing different words (Eriyanto, 2001: 255). In the NPNG video series posting, there are many word choices aimed at supporting the prohibition on dating discourse. Among them is the use of the word *single* which means no boyfriend is a synonym for the word *single*. The *single* word is considered more modern and classy. This word is a foreign word from English which means "one" or "alone". *Single* has a more positive connotation than the word *single*, which has been widely recognized by the public as a status with a negative and despicable connotation.

The use of these elements is a part of examining what is emphasized or highlighted means that is considered important by someone who is observed from a text. In posting this NPNG video series, both graphic and metaphorical elements can be seen both in the conversation on the video and in the caption of the caption. Usually, graphic elements are displayed in the form of emphasis in the intonation of a conversation, as well as in writing words that are printed in capital letters, indicating Fuad wants to emphasize his audience. Not only that, Fuad also often uses hashtags for several words that are considered important and emphasized.

All elements of microstructure analysis contained in the NPNG video series show that Fuad Bakhtiar uses all elements of analysis to construct a dating prohibition construction. The choice of words, sentences, and certain styles in writing and presenting text is not seen only as a way of communicating, but as a political communication. It is a means of influencing public opinion, creating support, strengthening legitimacy and eliminating opponents or opponents. The structure of this discourse is an effective way of looking at the rhetoric and persuasion process carried out by Fuad Bakhtiar in compiling or constructing discourses on the prohibition of dating.

Social Cognition aspect of Discourse Analysis of the Prohibition of Dating on the @fuadbakh Instagram Account

Discourse analysis does not limit its attention to text structure only, but also how a text is produced. Van Dijk offers an analysis of social cognition, the text, namely consciousness, called by journalists who shape it (Eriyanto, 2001: 260). How the knowledge, beliefs, and prejudices of writers or communicators towards the dating phenomenon are currently important aspects that can help to understand the discourse.

How an event or phenomenon is understood is based on a schema. Van Dijk called it as scheme model. Scheme is conceptualized as a mental structure which includes how we perceive humans, social roles, and events. In simple terms, a model or scheme is an individual frame of mind when viewing and understanding a problem.

Person Schemas

This scheme describes how a person describes and views another person. Based on the results of the interviews the researchers conducted, Fuad Bakhtiar saw that young people today are very familiar with dating activities. Dating is something that is popular and common in life. The author's view of this can be seen from the text of the NPNG video post as below.

"you dont have a girlfriend?? Geez, surely you are not interesting, you're not pretty or handsome, you're not rich, you're not popular. oh my God, in the 21th century dont have lover means u r not standard. " Have you ever heard of words like this? Or maybe the nuances of the words are the same? Yes, I've been hearing these words since the first grade of junior high school. "(Caption 1st post of NPNG)

So Fuad Bakhtiar decided to share the message prohibiting dating in a subtle way so that it was easily accepted by young people, especially women who like Korean dramas a lot, so he used Korean drama video footage as a medium in delivering *da'wah* about the prohibition of dating.

Self Schemas

This scheme is related to how oneself is seen, understood, and described by someone. Fuad Bakhtiar is an ordinary Muslim youth who works as an editor at a national television company. He is used to producing videos. This ability is what he uses as a medium for delivering *da'wah*. Especially the preaching about the prohibition of dating.

As a Muslim, Fuad Bakhtiar himself has no experience of dating. This is because he has the principle of staying away from adultery, in accordance with the prohibitions of Islamic teachings that instruct his people to stay away from adultery. Meanwhile, his current wife is his first wife and girlfriend.

"I don't have dating experience. The wife I have today is both my wife and my first girlfriend. I see that everyone has a desire to love, so I want to try to inspire singles or so-called singles to provide constructive motivation so that they don't date and this is one of the efforts of da'wah. "(Fuad Bakhtiar, interview 18/06/2017)

Based on this, Fuad Bakhtiar has the view to invite other Muslim youths to obey Islamic law. Especially those that regulate the relationship between men and women. Den building a true religious awareness, fearing Allah SWT's orders, Fuad directed young people to guard themselves from the temptation of dating activities. Because by staying away from dating can keep oneself from sin of *maksiat* and *zina*

"O Allah make us as young people who are obedient and obedient to You, whose hearts are planted with fear and love for You, whose attitudes and behavior are maintained, who are able to sustain trust and maintain fitrah ..." (Caption post 4 NPNG)

Role Schemas

This scheme is related to how a person views and describes the role and position that a person occupies in society. Fuad Bakhtiar is someone who comes from the general public. He is an editor at a national television company. But even so, as a muslim he also has an obligation to convey *da'wah* messages.

Based on the results of interviews conducted with Fuad Bakh, he explained that he believed that every human being, especially Muslims, was obliged to convey kindness. Although he does not have a label as a cleric or a well-known preacher.

"Then the content that i post totally i let my follower to accept or reject it. Because I do not impose what I say. Because I only share Islamic teachings. Hopefully what I share can come to their heart, can be conveyed, can be applied and I hope that what I convey can improve all of us. And hopefully the posts in this instargram account can motivate other people to share. In order to participate in preaching even a little. "(Fuad Bakhtiar, interview 18/06/2017)

Fuad Bakhtiar sees that everyone has a desire to love, so he wants to try to inspire others or so-called singles to provide constructive motivation so that they don't date and instead channel it into more positive things. This is one of the *da'wah* efforts.

Event Schemas

This scheme is the most used scheme, because almost every day we see events passing by. And every event is always interpreted and interpreted in a certain schema. Starting from the increasing dating trend found on social media, even today there are many social media accounts that herald negative stigma against non-dating people, such as labeling with the single term.

"The background for the change in this account is due to awareness and form of concern for the phenomena that are happening nowadays. That the trend of negative trends regarding dating relationships among young people today. Moreover, there is a widespread view of single people now that happens to be distorted in a subtle way through creative videos. "(Fuad Bakhtiar, interview 18/06/2017)

This makes young people, especially those who do not have boyfriends, seem not to be hanging out and don't keep up with the trend. Even though if we look closely at this time there has been an increase in cases of immorality and other social deviations that have occurred among youth, such as

rape, high rates of pregnancy before marriage, and so on. not just that in religious point of view, especially Islam, Dating has no legal basis. While dating is one of the activities that get closer to adultery (Fuad Bakhtiar, interview 18/06/2017). This made Fuad Bakhtiar feel the need for change and revolute the mentality of the youth.

Social Context aspect of Discourse Analysis of the Prohibition of Dating on the @fuadbakh Instagram Account

Analysis from the perspective of the social context looks at how the text is further related to the social structure and knowledge that develops in society on a discourse. Therefore, one element of the discourse analysis of Van Dijk's model is carried out by getting answers to the question of how discourse is developing in society regarding the phenomenon of dating.

"you dont have a girlfriend?? Geez, surely you are not interesting, you're not pretty or handsome, you're not rich, you're not popular. oh my God, in the 21th century dont have lover means u r not standard. "(caption of posting 1 NPNG)

Dating is an activity that is considered normal by most teenagers. There is even a saying that adolescence is a period of dating is considered a motto that teenagers inevitably have to adhere to because otherwise they will be considered less social and outdated. Finally, because the dating process carried out by adolescents is influenced by imitation factors and age maturity which is not accompanied by psychological maturity, premarital sexual behavior will very easily occur. (Setiawan, Roni, 2008: 67)

This is in accordance with Imran's opinion, the age of sexual or biological maturity of adolescents has not been matched by psychosocial maturity, they have not been able to understand risks and being ready to accept them, the ability to manage impulses and the ability to make mature decisions. As a result, sometimes curiosity, the desire to explore and fulfill sexual urges trumps understanding of norms, self-control, rational thinking, so that the behavior of trying to have sex and in the end leads to addiction to adolescents to do again (Rony Setiawan and Siti Nurhidayah, 2008: 68).

If we conduct research on how the discourse on dating prohibitions in media texts, it is necessary to investigate how the discourse on dating prohibitions spreads in society. According to Van Dijk, in this analysis of society, there are two important points: namely power and access. The following will address each of these factors.

Power

Van dijk defines power as ownership that is owned by a group or individual. This power is generally based on ownership of valuable resources, such as money, status and knowledge. In addition to direct or physical control, control can also be in the form of persuasive, which is someone's actions to indirectly control by influencing mental conditions, such as beliefs, attitudes, and knowledge. (Eriyanto, 2001: 272) Discourse analysis pays great attention to what is called domination.

Such domination is felt today, in fact, it is the domination of those who tend to suggest dating. Most of the electronic media and online media today show a lot of dating activities. Not only directly, but also implicitly.

On Instagram there are many accounts that discuss single people and make it as memes. And most of the posts contain insults against singles or those who do not have a partner. For example, implicit dominance that occurs among adolescents. having many friends is a form of achievement in itself. The more friends, the higher their value in the eyes of their friends. However, if it cannot be controlled, the association will lead to disappointment. Because friends from certain circles must also have a certain lifestyle as well as dating. If the teenager tries to follow but is unable to fulfill it, then the teenager is likely to be shunned by his friends and get a label as outdated

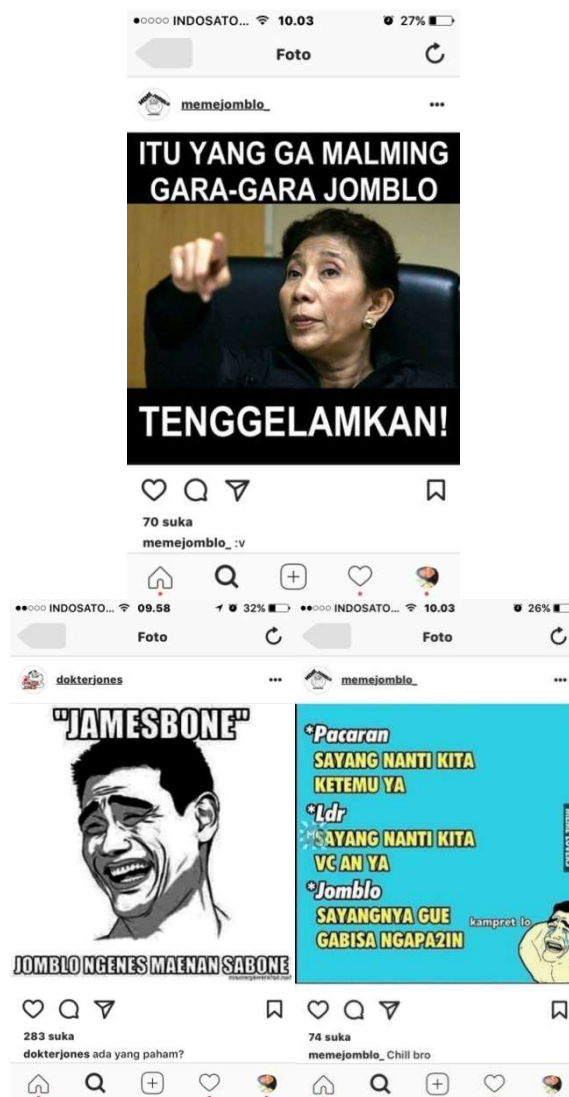


Image 1. Posting Meme yang mendeskreditkan Jomblo

(source: Instagram.com on @memejomblo and @dokterjones accounts, accessed on 22 November 2017)

Based on this, this has led the emergence of social media accounts that counterattack this view, and one of them is Fuad Bakhtiar through his Instagram account @fuadbakh. able to cover hundreds of thousands of viewers in just one post. This is a power or strength that is quite familiar as a capital for counting or fighting the dating discourse that has spread widely on Instagram social media.

Access affects Discourse

Van Dijk's discourse analysis pays great attention to access, how is access between groups in society. Elite groups

have more access than non-powerful groups. Therefore, those who are more powerful have a greater opportunity to influence public awareness.

One of the causes of the increasing dating phenomenon in youths is that globalization at this time can no longer be stopped. globalization that affects young people the most now is globalization due to the development of the internet. From there, the youth got the urge to imitate western culture that is not suitable to be applied in Indonesia such as consumptive, hedonism and changing life partners. So as to encourage young people to date at an early age.

With the development of globalization, it opens greater access for young people to get to know dating activities. This is in accordance with research conducted by Rismawati Nonsi et al, 2015: 3

6) Sumber Informasi

Tabel 11. Distribusi Responden Menurut Sumber Informasi di SMA Negeri 5 Kendari

No.	Sumber Informasi	Jumlah	Persen (%)
1	Banyak	47	53,4
2	Sedikit	41	46,6
Total		88	100

Sumber : Data Primer Januari 2016

Image 2. Information Access Data that highlights pornographic aspects

Based on the data above, it shows that of the 88 respondents, as many as 47 respondents (53.4%) have access to information sources that highlight the many aspects of pornography and porno-action and as many as 41 respondents (46.6%) have access to information sources that highlight aspects of pornography and porno-action. a little.

From this we can conclude that the high access to pornographic information is what makes the author feel moved to contribute to awareness and provide understanding for youth to be able to fortify themselves from the swift flow of information in the current era of globalization.

In addition, this easy access to information also has a positive impact on the formation of discourse on dating prohibitions. Because with the help of information technology, especially social media Instagram, messages containing *da'wah* such as the discourse on the prohibition of dating have become easier to spread. According to Fuad, in the midst of the many existing social media choices, he prefers Instagram. because of easy access.

"with instagram, the user can send posts via cellphone, and it can be accessed easily by the audience via cellphone. In addition, Instagram also has a video upload facility that is only about one minute long. And it's a challenge for video creators to pack a compelling message and convey it with ease. So that it is concise and concise, clear, contained and easily accepted by the people"

Therefore, the choice of Instagram as a medium for conveying messages basically also affects the style of conveying the discourse on the prohibition of dating. In an article on okezone.com, by Paul Webster, the APAC Instagram Brand Development Lead on January 14, 2016, said that around 59% of active users on Instagram are the majority of teenagers / young people, educated, and established who always update information or upload photos to social media with an age range of 18-24 years. (<http://m.okezone.com/read/2016/1/14/2017/1288332/pengguna-instagram-di-indonesia-terbanyak-mencapai-89persen> accessed on 12/12/2017 at 2:44 pm).

Seeing the age range that Instagram users have as active users are educated teenagers, making Instagram a promising social media for campaigning about the prohibition of dating discourse. The more users who have good educational awareness and values, the more good messages will be spread..

On the other hand, Instagram itself has good capital to campaign positive messages such as discourse of dating prohibitions. Instagram, which can upload photos using the Internet network, so that the information you want to convey can be received quickly. That's why Instagram is a combination of the words instant and telegram. With this concept, Instagram offers an online media application based on photos and videos with high access speeds.

In the image and photo content on the Instagram application, there is a feature caption or caption that can complete the description of photo or video content. In addition, Instagram is also equipped with facilities for mutual interaction between users. Namely the likes and comments feature. Users can comment on each other so that two-way communication occurs. In addition, Instagram does not allow users to be able to save photos or videos on other people's Instagram accounts, this is one way to respect the copyright of each Instagram user. Therefore, to address the needs of users who want to share with other users both on Instagram and outside the Instagram application, Instagram complements the share feature.

With the advantages that Instagram has, making it an image and video-based social media application that plays an important role as social media and communication among young people. Why can you say that? Because most young people use Instagram media to socialize, one of which is by uploading photos and videos of various characteristics, photos about adventure or shots while exploring, so that the *da'wah* of these photos can be given the relevant tag, so that other people who concerned grow photos and want to explore together can follow the account and communicate via comments on photos. Just from a photo, we can get acquainted and communicate even further even with people who are far away.

IV. CONCLUSION

In text analysis, it can be assessed from 3 aspects, they are the macro structure, superstructure, and micro structure. It can be seen that the author's orientation is in the framework of preaching on the basis of Islamic law. All strategic elements contained in the caption text of the Ngga Pacaran Ngga Gaul video series are directed to give a good impression of the prohibition of dating. Meanwhile, dating activities tend to be described as something that is wrong, deviant, and not in accordance with the teachings of Islamic law.

Meanwhile, in terms of social cognition, the increasing of cases of social deviation especially immoral crimes have made Fuad Bakhtiar feel should be change and revolution in young people. Fuad Bakhtiar sees that young people today are very familiar with dating activities so they decide to convey the message prohibiting dating in a way that is smooth so that it is easily accepted by the youth, especially women.

Furthermore, seen from the perspective of the social context, the growing negative stigma of non-dating people is also supported by the existence of power and easy access to information about dating discourse. The discourse on the prohibition of dating actually has less power and access. Therefore Fuad Bakhtiar compiled a discourse on the prohibition of dating in order to counter the negative stigma against non-dating or single people.

V. SUGGESTION

Suggestions for content creators, especially the @fuadbakh account, researchers feel the need for new innovations related to the themes and topics presented on the @Fuadbakh Instagram account to enrich positive material or content that can be seen by the wider community, especially youth. And for the community, especially Instagram social media users, they can take advantage of Instagram media for useful things. One of them is to preach and spread messages

of educational value. Because the task of preaching and spreading positive messages such as the discourse on the prohibition of dating is not only the duty of religious leaders. But it is a collective task to participate in working together to build a virtuous society in accordance with the prevailing values and norms.

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