



Model Al-Qur'an and Tafsir Models: Internalization of the Development of Digital Media

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Abstract. This study aims to examine the form of internalization of the Qur'an and Tafsir in digital media. Digital Media is always undergoing changes that must be used properly so that the availability of media can be used as a tool to maintain the Qur'an and tafsir so that it can be accessed by various parties. This open access allows anyone to find videos, images, documents that have been uploaded and can be opened at any time by relying on internet packages. Technology in digital form brings great influence to every line of life, especially the implementation of the search for knowledge that can be accessed quickly and easily through various media platforms. The learning of the Qur'an and tafsir that is commonly carried out in the real world is changing to digital form. This change explains that the scholars understand the changing conditions of the times, where the ultimate goal is to make the preservation and practice of the Qur'an and Tafseer well preserved. This study uses a qualitative research approach by making the study of literature as the main source. The results show that the era of digitization has a lot of impact on the existence of the Qur'an and tafsir. Digital Media is becoming caraa new way to disseminate understanding of the Qur'an and tafsir. This new way has changed carathe old way of face-to-face changing digitally. It can be seen that the usefulness of various features available such as YouTube, Instagram, and applications that are used as tools for digitization processes, both in the context of preservation through online and learning processes. The use of digital media shows how much attention users use the media to see positive content, so that the time used in surfing digital media is not wasted.

Keyword: Digitalization, Tafsir Al-Qur'an, Digital Media.

Abstrak. Penelitian ini bertujuan untuk mengkaji bentuk internalisasi al-Qur'an dan Tafsir pada media digital. Media digital yang selalu mengalami perubahan yang harus dimanfaatkan secara baik agar ketersediaan media dapat dijadikan sebagai alat untuk mempertahankan al-Qur'an dan tafsir sehingga dapat diakses oleh berbagai pihak. Akses terbuka ini membuat siapa saja bisa menemukan video, gambar, dokumen yang sudah terupload dan mampu dibuka setiap saat dengan mengandalkan paket internet. Teknologi dalam bentuk digital membawa pengaruh besar bagi setiap lini kehidupan, terutama pelaksanaan pencarian pengetahuan yang dapat diakses dengan cepat dan mudah melalui berbagai platform media. Pembelajaran al-Qur'an dan tafsir yang sudah umum dijalankan dalam dunia nyata berubah ke bentuk digital. Perubahan ini

menjelaskan bahwa para pengkaji memahami kondisi zaman yang senantiasa berubah, di mana tujuan akhirnya menjadikan pelestarian dan pengamalan al-Qur'an dan tafsir terjaga dengan baik. Penelitian ini menggunakan pendekatan penelitian kualitatif dengan menjadikan studi hasil kepustakaan sebagai sumber utama. Hasil penelitian menunjukkan bahwa era digitalisasi berdampak banyak bagi eksistensi al-Qur'an dan tafsir. Media digital menjadi cara baru untuk menyebarluaskan pemahaman terhadap al-Qur'an dan tafsir. Cara baru ini telah mengubah cara lama secara tatap muka berubah secara digital. Hal ini terlihat bahwa adanya kebermanfaatan berbagai fitur yang tersedia seperti YouTube, Instagram, dan Aplikasi yang dimanfaatkan sebagai alat proses digitalisasi, baik itu dalam rangka pelestarian melalui online maupun proses pembelajaran. Pemanfaatan media digital ini memerlukan betapa besar perhatian supaya pengguna memanfaatkan media untuk melihat konten-konten yang positif, sehingga waktu yang digunakan dalam berselancar di media digital tidak terbuang percuma.

Kata kunci: Digitalisasi; Tafsir al-Qur'an; Media Digital.

INTRODUCTION

The influence of digitization has transmitted humans in studying the Qur'an and tafsir from initially meeting face to face then switching in the form of cyberspace. Digitalization occurs through a long history of human development which from time to time continues to produce new creativity to answer certain periods of time. McLuhan divides four periods in media history (Nafisatuzzahro, 2016) which were used by humans to convey messages between humans. First, the tribal era that made hearing as a medium to store information. Second, the era of writing that was originally written on leaves, bones, etc. Third, the print era was a sign of the beginning of changes in the industrial world. Fourth, the era of electronics that produces a lot of technology to facilitate human work. Electronic Media has brought a new home for human civilization to find a variety of science that is presented very easily, briefly, and widely so as to form a new community called virtual media. This has succeeded in shifting the conversation and learning experienced by humans from what originally had to meet directly in a place to a time where meetings could be direct in various situations without meeting directly.

So far, previous studies have paid less attention to important aspects of the model of the Qur'an and Tafseer through digital media because the focus is to see the Qur'an and Tafseer that has been done on digital media such as on TV, YouTube, and Instagram without looking at the model used. Existing studies have not examined the most basic problem, namely the digitization model of the Qur'an and Tafsir in the digital world. To see this, the researchers mapped three trends from existing studies. First, a study that

analyzes the interpretations of the Qur'an surat al-Qalam verses 1-7 which focuses on the discussion of the book of tafsir al-Misbah in the study of Ramadan in Metro TV (MZ et al., 2022). Interpretation made by M. Quraish Shihab on TV and in his book of Tafsir experience slight differences because there is alignment due to observing different viewers. Second, a study that tends to examine the interpretation on YouTube run by Ali Nouman Khan revealed an understanding of the verse, the influence of interpretation on the listener, and a change in understanding experienced from the Qur'an interpreted (Moh. Azwar Hairul, 2019). Third, studies tend to explain interpretations of hijrah through Instagram media (Rasyiid et al., 2019). From these three trends, it can be seen that the model of the Qur'an and tafsir in digital media has not been discussed clearly because it is still focused on learning activities that have been implemented.

The Qur'an and tafsir experience the dynamics of existence in the form of its presentation. The existence of the Qur'an and tafsir that starts from the material written on the skin of plants and animals. Then, in the modern era transformed in the form of paper and since the development of digital changed to the digital world. Digitization of the Qur'an and Tafseer has brought an important role in maintaining internalization to the community that the changing times do not become an influence for the implementation of the cultivation of the values of the Qur'an and Tafseer, so that people can access through the available media. This paper aims to complement the shortcomings of previous studies that do not explain clearly how the model of the Qur'an and tafsir amid the existence of digital media. Digital Media provides convenience and fluency in understanding for the community. Therefore, the model of digitization in digital media needs to be analyzed. So from here, three questions are formed to answer the formulation that has been made, namely, how the Qur'an and Tafseer are based on digital media, how to internalize digital media as the media of the Qur'an and Tafseer, and how to model the digitization of the Qur'an and Tafseer in digital media. The answers to these three questions will provide an understanding to see the digitization model of the Qur'an and tafsir in the current era in which humans live among technologies that are undergoing development.

This analysis is based on an argument that the model of the Qur'an and tafsir can not be separated from the changing use of technology used by humans, where each era has a diverse media. Digital technology provides a new nuance for humans to carry out increasingly complex lives so that the

continuity of life can run quickly. The world of Technology wants people to work and learn quickly by utilizing various media that have been created. Digital media is a challenge that needs to be considered because this world has a great influence on human personality which is a social creature. However, existing digital media must be used properly so that technology can be useful to support education that is served in virtual form.

Contemporary society is faced with the influence of globalization that is so fast, that it requires them to adapt so as not to be out of date. Since the emergence of digitization, many things in human life have not made the Islamic generation to make products so that Islamic messages reach the community. Digitalization that takes place so profusely raises various forms of planting the values of the Qur'an and tafsir through the digital world. There are various expressions that are done, ranging from making applications, assessments through YouTube, and interesting content created from Instagram with its advanced features. This utilization brings a great contribution to the people of the Muslim world, with this they can connect with distance, time, and distant places.

In this paper, the researcher uses qualitative methods by deepening the issue by observation to display a broad description related to the actual condition without explaining the relationship between aspects that contain correlations (Zaluchu, 2020). Type of qualitative research this article is a literature formulation study with a strategy of collecting reference lists consisting of primary data sources and secondary data sources, then working on data grouping as research techniques (Darmalaksana, 2020). Primary data is sourced from scientific journal articles, while secondary data is sourced from scientific journals related to digital media of the Qur'an and tafsir, websites, and Youtube accounts, applications, and Instagram. The data in this paper is produced through reading, review, and in-depth understanding of the various data that has been recorded. The data is described in a descriptive-analytical manner. The data analysis technique for this article is sorting data, decomposing data, and drawing conclusions (Witro, 2021). Qualitative research has several characteristics, including descriptive character, scientific, researchers become key teachers, focus on results and meaning and data analyzed with inductive (Fadli, 2021). Therefore, researchers must be careful in choosing and processing the data so that the data collected can be interpreted, so that the implementation of research goes according to the steps listed.

RESULTS AND DISCUSSION

The concept of internalization in the Qur'an and Tafsir

Internalization when viewed from the language means a process. In Kamus Besar Bahasa Indonesia (KBBI), internalization has the meaning of a form of appreciation of matters related to values, teachings, and doctrines. Kalidjernis defines internalization as the process of human learning in order to gain acceptance as part of a group of a society and follow the rules that exist in society. Mulyana also mentioned the same thing that internalization is called internalization if a value is integrated within the individual (Kompas.com, 2023). Internalization when viewed from the language means a process. Therefore, the process of internalization is basically everything related to the unification of a value into a person as an implication of understanding the value that is carried out and dairy from ongoing social phenomena. The existence of internalization becomes an important thing to see how the values that exist are infused with individuals in a particular society.

The development of technology has brought great influence to all frames of human life in this case technology makes new media of the Qur'an and Tafseer to run in the midst of the latest conditions (Sutrisno, 2019). The transformation of the Qur'an and tafsir in the digital world is becoming important for people who consume digital media products daily. This process is an example of the internalization of the Qur'an and tafsir in order to live in the middle of the technological world to keep these values alive even in a different world. These values are packaged by content creators as attractively as possible in order to get public attention. The presence of YouTube, Instagram, digital applications and others is a real internalization due to technological advances. Today, the public needs something that is easily accessible, instant, because the social reality of society is experiencing a great revolution. For this reason, observers of the Qur'an and Tafseer in various circles internalize so that Islamic values are present in society.

The presence of the Qur'an and tafsir in digital form becomes a real internalization of the impact of digitization (Masduki, 2020). The internalization that has been responded by the activists of this content aims to instill in every muslim individual so that it is reflected in him the value of the Qur'ani. The content creators present the material of the Qur'an or tafsir in various ways so that the content they display can be presented and felt the

benefits by the digital community. Therefore, this internalization process must be a collective awareness that the development of the Times has brought such significant changes to human life in the modern era. So it takes the ability to access existing media properly in order to take advantage of a wide range of media provided. Thus, the digital world is not a difficulty for Muslims in studying religious science, but as an additional new power of learning although different from before the existence of digital media.

Digital Media as a new medium of the Qur'an and Tafsir

Basically, learning is carried out face-to-face, where students and teachers meet directly without any specific boundaries that hinder them in the educational process (Hetwi Marselina Saerang, Herry Sumual, Elni Jeini Usoh, 2022). The meeting between teachers and students gives the impression of its own for the sake of the course of a fun learning fun. Education has long existed and its existence has a positive impact on the growth of Science for students. Teachers are assigned to teach and given media in the form of learning books, props, and partly useful as supporting materials. While students as students are assigned to listen well to the material presented by the teacher. This is so that the scientific transformation process can run well. However, time travel brings people to interact through the digital world by utilizing various media facilities. This facility is present to facilitate humans in order to adjust to the demands of the times.

Electronic Media as a media that raises new media in the form of social media that requires the internet to make it easier for humans. Social Media is a medium in the form of online that is able to make people interact and socialize among others without knowing the limitations of both time and place. The existence of social media brings up any information quickly. Social Media allows people to display their personality to share, communicate, and interact with others so as to create a shared forum in cyberspace (Roudlotul Jannah, 2021). The presence of the internet as a new medium has generated a large number of people and was born from the development of digital technology (Rifai, 2020).

As a new media in carrying out various activities, there are several problems posed by social media. The problem is related to the gap between in-person meetings and online meetings. The mass Media has actually made people tend to lack ethics, only focus on their groups, differences in aqeedah and fiqh, a place to get recognition, and there are people with divisive

characters (Hasan Basri, Syaeful Rokim, 2023). This is if we look at it from a negative point of view, but in a positive perspective, of course we will encounter various benefits obtained by the presence of social media such as YouTube, Instagram, Facebook, and so on. Social Media such as YouTube is used in tafsir madrasahs in Egypt to convey content about the interpretation of the Qur'an. This Egypt began the madrasah phase of classical media in the form of oral and written which then continuously transformed with the times until it came to digital media (Fikriyati, 2020).

Al-Qur'an and tafsir as a reference source for Muslims who are always used as a reference will never be replaced despite the changing times that are always changing. There are different viewpoints regarding this matter amongst Islamic scholars regarding your question. This dilemma requires digital media activists to navigate wisely, the risk is that the content displayed becomes the answer to the problem not even a debate. This is an important problem reading skill that content presenters should have and look at the needs of today's society. So, in this contemporary era, people prefer simple things that contain deep meaning for the continuity of daily life. The answers to the problems of the present become a barometer of the success of the delivery of divine messages in the Qur'an. Digitization into a new environment of the Qur'an and tafsir certainly will not escape the error, for it is necessary to be careful and still refer to the original reference source of the book or book becomes a necessity.

Internalization of the Qur'an and Tafsir-based Digital Media

Over time, humans always create something that facilitates human activities in carrying out their lives. The creation that humans present in the form of technology gives great influence and acceleration to human movements in daily activities. As one of the forms of existence of human creations that are constantly changing, such as in the early days of the presence of the Qur'an was written through materials derived from nature in the form of palm fronds, bones, and animal skins. The next time humans managed to find a machine that can print writing so it is possible that the Qur'an experienced a printing process carried out in large quantities that are useful and widely useful for all mankind (Muhamad Yoga Firdaus et al., 2022). In the 20th century when humans managed to find a tool that is computerized networks, the Qur'an was not separated from digitization as an effort to make the Qur'an present in the online space that is easy to access

and find. The passage of time finally answered with the emergence of learning the Qur'an and Tafseer online, translation applications, Tafseer, Hadith, and so forth that can be accessed via the internet (Muhamad Yoga Firdaus et al., 2022).

Human needs for the internet are included in the high category. Several studies conducted by researchers such as Palley in 2012 and Turner in 2015 showed that as many as 60% of the younger generation uses digital media as a socializing tool. Young people have made their gadgets to search share news around the world, buy necessities, and play games (Hastani, 2023). Of course, this is a big change, compared to the generations before Generation Z, when they communicated a lot face to face. Seeing this fundamental difference, it does not close the space that education can be carried out and available through digital platforms such as YouTube, Instagram, websites, and Television (TV). Digital platforms provide convenience for users to need access as desired that can be done anywhere and anytime with the condition of having an internet data package.

The long journey from a series of digital technologies in the form of media has mediated the world of al-Qur'an study with the birth of al-Qur'an teaching applications to the presence of books online (Majit & Miski, 2023). The development of online media is growing as the world is hit by Covid-19 since 2020 which has changed the system of human life, especially in the process of interaction. However, before Covid-19 occurred, the media world had received human attention and especially after the arrival of Covid-19, where education was run online and this has opened up new ways with the birth of sharing various types of education and teaching in the world of al-Qur'an and tafsir through online. Learning the Qur'an and tafsir online get great attention because both are religious sciences in the course of which people have to face to face in order to gain knowledge. In addition, today the internet has provided a breadth of information so that when someone needs answers to religious issues they can directly ask the internet without having to ask and meet scholars (Cut Asri, 2022). This educational process is very interesting because a lot of knowledge is spread so that people only need a set of tools in the form of internet access in order to access information from online media.

The establishment of the digitization of the Qur'an and tafsir is a great transformation for Muslims. This transformation is considered positive because it useful to maintain the Qur'an and the books of tafsir in order to

remain and be able to be obtained easily. On the other hand, of course, digitization makes it easier to obtain data that has an impact on financing savings. Sometimes what makes people not want to read is because of the difficulty of getting access to a book, they have to search in various places, expensive costs, and others. The existence of digitalization is changing the mindset of people who were originally difficult to be easy. Therefore, digital media that make it easy must always be maintained easily and not become a new problem that approaches the ease of society. Departing from this context, digitization in digital media should be welcomed as a place for people to understand the Qur'an and tafsir in the midst of such a complex life. Digitization is actually a form of internalization of the emergence of the Qur'an and tafsir on digital media that has had a good impact on the lives of mankind in modern times. Save researchers, internalization here means the installation of values in each individual in understanding the existence of the Qur'an and interpretation in digital form with the efforts of content creators.

Model of the Qur'an and Tafsir on Digital Media

The digitization of the Qur'an and tafsir in the digital world has borne fruit in the form of many digital media platforms that have been presented in the internet world. Various media platforms have made many works and innovations for the Qur'an and Tafseer as follows:

Be implemented in the form of applications

One form of digitizing interpretation through digital applications that collect many interpretations is maktabah syamilah, in addition there are also various other science classifications that have been digitized. Maktabah syamilah can be called a comprehensive library, as traced from the word syamilah in Arabic. In maktabah syamilah found as many as 53 branches of science, among them, the science of interpretation, Hadith, fiqh, and so on. However, if calculated thoroughly digitally presented six thousand six hundred and eighty-eight books (Syafi' et al., 2019). This shows so much attention of the scholars so as not to be outdated and able to provide various references to the wider community that can be accessed widely without spending money. The existence of digitization makes people no longer think about the relatively high cost of buying books directly, but can be obtained by relying only on the internet.

Digital-based applications by collecting various books compiled by maktabah syamilah have a contritive image for ease of access to the main references. Maktabah syamilah is present in the middle of a digital space that does require real implementation of the Times. This application brings broad benefits to academics, reviewers, and the public in general who really need knowledge of the authenticity of Islamic Science.

YouTube about Tafsir al-Qur'an

The tradition of explaining the Qur'an and Tafseer on YouTube has become a new social phenomenon since the development of the digital world in all parts of the world. YouTube as one of the mainstream media has brought changes to human life in various sectors. For example, the learning process that is usually done in the classroom by meeting directly between students and teachers, the presence of YouTube that is easily accessible makes experts in their fields not want to waste the opportunity to use it as a medium for seeking knowledge. The interpretation of the Qur'an that is run on YouTube from one to another is different because each youTuber has caraa certain way.

Naouman Ali Khan in his YouTube channel presents interpretations using a consistent method of raising certain themes based on juz, verses, or letters in the Qur'an. The explanation expressed by Naouman does not follow coherent steps, but in his presentation focuses on the theme studied to pay attention to the video duration of each episode (Moh. Azwar Hairul, 2019). This presentation is in the opinion of researchers to be something valuable because basically people want knowledge that is short, dense, and clear. So that the problems they face get a complete answer from the Qur'an. This is the skill that must be possessed by scholars who display assessments through YouTube in order to be able to package explanations well and the community is able to capture intentions easily.

Instagram as a means of reciting the Qur'an

Akun Instagram @ account ngajilagi.id provides content to recite the Qur'an that makes it easier for followers to learn anywhere and unlimited time through innovative, interesting, and creative presentation (Padang & Kamalia, 2023). Qur'an recitation content @ account ngajilagi.id is presented on the Instagram feed in the form of reading laws, tajwid, makharijul letters, and so on. The content displayed is processed using a simple communication

language to facilitate the understanding of the audience. In addition, followers had the opportunity to answer questions from presenters presented in the comments column (Padang & Kamalia, 2023).

The presence of Instagram as one of the social media that has a lot of users around the world makes everyday life widely displayed, so as to make users know what other users are doing. Instagram Media various forms of content uploaded by users to attract sympathy in order to follow, like, and comment. This is something that must be utilized so that the existing content is useful for followers, where steps need to be taken such as presenting Quran content that can help Instagram users consciously or unconsciously interested in learning the Qur'an. This is certainly due to the attractive content display style presented by its users.

CONCLUSION

The emergence of digital media into a new medium of interaction of Contemporary Society presents various challenges and opportunities that must be viewed as a whole. Digital Media makes the acceleration process so significant for human life in order to provide ease and smoothness. The development of technology with the creation of various activities produces a variety of media that can be used by Muslims as a means of making the Qur'an and tafsir in order to appear before the modern public. As a new media, of course, there are advantages and disadvantages that need to be understood. However, the changing world in digital form makes it very easy for people to find what they are looking for. So that digital intelligence is needed so that it does not lag behind the Times and we can take advantage of all kinds of media to be used in order to support the search for knowledge. Digitization of the Qur'an and tafsir has a significant impact on the growth and maintenance of spirituality in the midst of a very disordered era. The use of digital media that is increasing every time should be used as a container for balancing content in this case in the form of the Qur'an and tafsir. Thus, the love of society for the text of the book of susi can naturally be manifested. So, this will bring a positive influence on the formation of human personality when dealing with the digital world. The implementation and utilization made by scholars and media activists must be captured and appreciated as well as possible in order to constantly post and make improvements to attract the attention of internet citizens. The adjustment of society to the

digital world must be facilitated by introducing that in this globalized world there are many features or content that can be easily accessed to obtain various information, activities, and so on.

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