

**SOCIO-GENDER ANALYSIS IN A STUDY VIDEO "KETIKA ISTRI LEBIH DARI SUAMI" TO NETIZENS COMMENTS ON THE INSTAGRAM ACCOUNT@ muhammadnuzuldzikri**

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**ABSTRACT**

*Instagram is one of the digital media that is widely accessed to get various kinds of information. One of them is da'wah content on the Instagram account@ muhammadnuzuldzikri. This account has a fairly large number of followers because it has interesting content. In this study, we used the ethnographic method by analyzing public response based on the comments of the viewers on the video "Ketika Istri Lebih Dari Suami". This study aims to determine the response from the audience. After being analyzed, it can be concluded that the video has various comments that raise pro opinions whereas the men agree more with the opinions in the video. While the contra opinions are more dominated by women.*

**Keywords:** *Socio-Gender, Comments, Instagram, Netizens, Videos.*

## **INTRODUCTION**

Advances in technology bring very significant changes in various aspects of life. This is evidenced by a large number of gadget users throughout the country, especially in Indonesia, which has increased every year. One of the digital platforms that are often accessed by the world community is Instagram. Based on We Are Social data for April 2022, Indonesia is ranked 4th in the world with the number of active Instagram users reaching 99.9 million. Through Instagram, all active users can interact quickly and are not limited by distance.

Before the digital era, da'wah was carried out directly by preachers who could be found at various worship events. However, as technology develops, da'wah is not only carried out directly but can be done through today's digital devices. Not a few preachers have started using digital media, one of which is preaching through the Instagram platform which is an effective step to spread the teachings of Islam. They create interesting and creative da'wah content on Instagram so that they get a lot of attention from netizens.

One of the many Indonesian preachers who use Instagram as a propaganda medium is Ustaz Muhammad Nuzul Dzikri. Through his Instagram account @muhammadnuzuldzikri, netizens can obtain various information, outreach, and education about Islamic studies. Based on observations on November 20, 2022, the popularity of this account can be seen from the number of followers which has reached 1.2 million followers and the number of views on the last seven video uploads averaged around 174,300 views.

On this account, there is a video entitled "When a Wife is More than a Husband" which sparked various positive and negative responses from netizens because the title of the video alludes to gender issues.

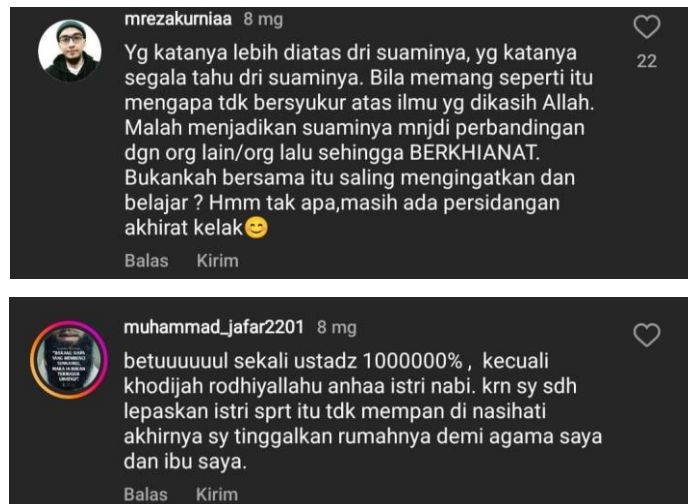
The purpose of this study is to analyze Socio-Gender regarding the video commentary entitled "When the Wife is More Than the Husband" which mostly examines the da'wah strategy, the effectiveness of the da'wah, and the content of the da'wah messages. While this research paper focuses on discussing Socio-gender which has caused a lot of controversy in society, both giving positive and negative responses..

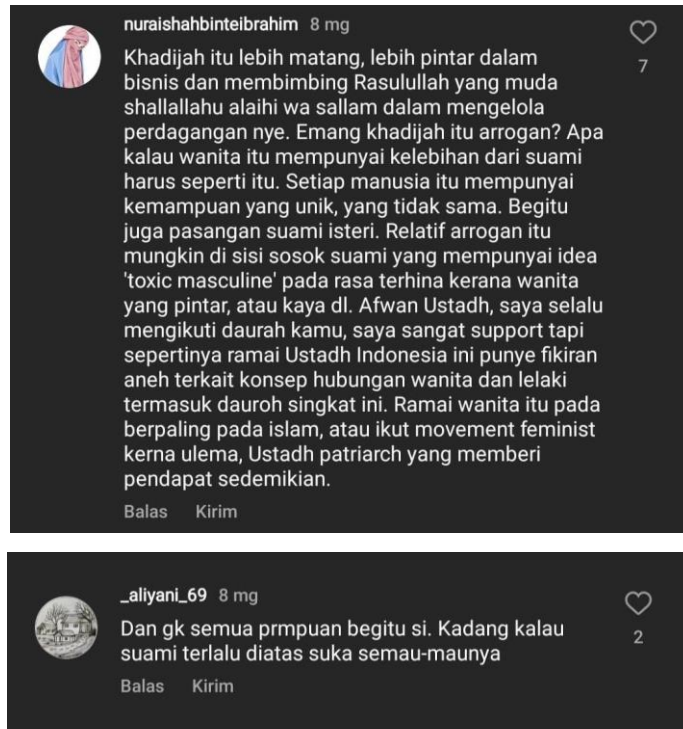
## RESEARCH METHODS

This research is field research with the research subject being the Instagram account @ muhammadnuzuldzikri and the research object being the video entitled "When a Wife is More Than a Husband" on that Instagram account. This type of research is qualitative research that is descriptive analysis in the form of words from audience comments using ethnographic methods. The data collection technique uses documentation that begins with the process of determining the sample, collecting data, processing the data, and analyzing the public's response to the video "When Wives Are More Than Husbands". In this video, the data taken are comments that have an impact on other viewers.

## RESULTS AND DISCUSSION

Looking at the social gender aspect, the video entitled "When a Wife is More than a Husband" has caused a lot of controversy from the responses of netizens, both male and female viewers.





Pro response is dominated by men with reason in essence the position of men in the household is as a leader. even when the wife is more than the husband both in terms of knowledge mastered and possessions. A husband must always remind his wife to be grateful and not be arrogant about everything she has. So, they show responses that agree with the content of the video. While the contra response is dominated by women with reason women feel that not all wives have an arrogant side because of the knowledge or wealth they have, sometimes when husbands are more than wives, they don't lead well but on the contrary, they treat their wives arbitrarily. So, they show responses that disagree with the content of the video..

## CONCLUSION

Based on the analysis of this research, it can be concluded that the review of the video entitled "When Wife Is More Than Husband" raises two contrasting responses, namely the pros and cons between male and female viewers. In addition, this comment also influences other netizens so that a debate occurs through replying to comments with their respective arguments among the audience.

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