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# THE EFFECT OF INSTAGRAM USE ON RELIGIOUS BEHAVIOR

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## ABSTRACT

This research aims to evaluate the impact of using Instagram on the religious behavior of students at the State Islamic University of North Sumatra. This study focuses on the extent to which Instagram use influences students' religious behavior. This research uses a quantitative approach by collecting data through a questionnaire instrument. The data analysis methods used are normality test, hypothesis test, simple linear regression coefficient test and determination test, then the data is processed using the SPSS 29 application. The results of the simple linear regression test show a significance value of 0.001 with a limit value of 0.05. Because 0.001 < 0.05, this indicates that the Instagram usage variable has a significant influence on religious behavior. And the results of the determination test show that there is a relationship between the use of Instagram social media and religious behavior, namely 0.295 or 29.5%. This means that variable (X) social media Instagram influences variable (Y) religious behavior by 29.5%. The remainder, namely 60.6%, comes from factors outside the research that are not included in this research model.

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## INTRODUCTION

Instagram is a platform for sharing photos and videos, which gives users the ability to take pictures, apply digital filters, and share the content on various social networks, including the Instagram platform itself. Apart from that, users can 'like', comment on other people's posts, and interact via direct messages. Instagram itself is a social media platform founded in 2010 by Kevin Systrom and Mike Krieger(Arifuddin & Irwansyah, 2019). From an ontological perspective, Instagram is not just an application or website, but a social phenomenon that has an impact on various aspects of human life, such as communication styles, identity formation, and social interactions, while also being influenced by the dynamics of social life.(Ningrum, 2023).

In the current informative era, da'wah activities or the dissemination of religious information have developed very rapidly. No longer just conveying information in an assembly, many ustads convey Islamic information via video and then post it on social media. Social media itself is a platform that really must be utilized properly to broadcast Islamic teachings or da'wah in Islam. (Kahfi & Zuliana, 2022) . Da'wah is essentially an effort by believers to encourage goodness in all aspects of life, both at the personal, family, community, community and nation levels. As an actualization of faith, da'wah is the obligation of every Muslim, according to their abilities and capacities. their abilities. Therefore, Da'wah must be packaged with appropriate methods and methods. Da'wah must be current, factual and contextual. Actual in the sense that it is very important to solve the problems currently being discussed in society. Factual in the sense of concrete and real, contextual in the sense of being relevant and related to societal problems. Therefore, the strategy of da'wah activities is to determine the appropriate, actual, factual and contextual methods, methods and media for da'wah. (Pimay & Savitri, 2021) . Therefore, to present interesting da'wah content, new innovations and new media are needed in conveying da'wah.

With the development of social media, it makes it easier and provides new innovations in conveying da'wah, for example, a preacher, namely Ustad Hanan Attaki, who used social media, namely Instagram, to convey a da'wah, for which he created an Instagram account called @ayah_amanah which in Currently, he is very popular and also liked by the millennial generation because in delivering his preaching, he packages the content of his preaching very well, is easy to understand, and is quite interesting. This happens because when they are in the teenage phase, they are in the phase of searching for their identity and also the level of curiosity about new things is also quite high regarding religious teachings. Through preaching accounts on YouTube and Instagram, they usually

look for information that is simple, realistic and easy to understand. In a relaxed, innovative and interesting way, these accounts can convey religious messages without being boring.

Instagram is very popular among students, almost all students have an Instagram account. Students usually post activities, stories and photos with friends on Instagram. They believe that if someone is active on social media, especially Instagram, they are considered cooler and more social. However, students who do not use social media are often considered old-fashioned, out of date and out of touch (Ningsih, 2023) . This kind of mentality causes a person to act without paying attention to Islamic values, such as worshiping Allah SWT, not lying to their parents just to live, and getting into trouble just to fulfill their needs (lifestyle). They also do not pay attention to and obey His commandments in everyday life(Mariati, 2023).

The lifestyle and behavior of students today is influenced by the increasingly growing era of globalization (Wiryany et al., 2022) . The development of technology and information can influence their behavior and lifestyle (Laana & Sukri, 2022) . Today's student relationships have been mixed with the social styles of foreigners, which has caused many of our cultures to no longer be traditions among teenagers. For example, dating other people in public is considered cool and considered a habit by some students(Ferlitasari et al., 2020).

Religious behavior is a person's behavior that arises in an action and becomes a habit by carrying out religious teachings based on the texts of the Koran and Al Hadith.(Subyantoro, 2010). According to Emile Durkheim, quoted by Sindung Haryanto in his book (Sociology from Classical to Postmodern), religious behavior can be linked to the analysis of religion as a system of uniting belief and worship with sacred objects, separate and forbidden objects, work and behavior that reflects values. -Islamic values such as worshiping Allah SWT (Haryanto, 2015) . Religion is embraced and lived by humans, the practice and appreciation of religion is called religion(Mulyadi, 2016). In this research, the aspects of religious behavior that will be analyzed include topics that are often uploaded on Instagram, such as worship practices and good moral behavior. Religious behavior can be identified from individual habits in carrying out worship to Allah SWT in everyday life. Some of the worship habits included in this research include: fardhu prayers, sunnah prayers, reading the Koran, almsgiving, and fasting.

Several studies have shown that there is a relationship between the influence of the use of social media Instagram on religious behavior. Among them is a thesis written by

Mariati (2023). UIN Raden Intan Lampung students with the title: The Influence of Instagram social media on Religious Social Behavior. (Study of the Sociology of Religion Study Program at UIN Raden Intan Lampung), shows that the influence of Instagram use discusses the impact of students' use of social media on religious social behavior. The similarity between the author and this research is that both discuss the effects of use. The difference between the author's research and this research is the research object. And based on a journal written by M. Ridwan, Nurdin, and Fitriningsih (2019) from the State Islamic Institute (IAIN) Palu entitled: The Influence of Islamic Da'wah on Instagram on Student Religious Behavior, the journal discusses the influence of da'wah on Instagram on religious behavior. The similarity between the author and this research is that both discuss the influence of use, while the author discusses the influence of Instagram use with the object of study being UINSU students.

Based on initial research observations, Instagram social media is very close to students at the North Sumatra State Islamic University. This is reflected in the behavior of students who cannot be separated from using Instagram social media every day, every hour or even every minute, either to communicate or look for information related to lectures. . Even inside mosques, it is not uncommon to see students busy accessing the social network Instagram. This behavior can have positive or negative impacts. This attracted researchers' attention to the impact of Instagram social media on student religious behavior, especially among students at the North Sumatra State Islamic University. Therefore, researchers are interested in conducting research with the title. "The Influence of Using Instagram on the Religious Behavior of UINSU Students".

## RESEARCH METHODS

This research uses quantitative methods whose implementation includes data, analysis and interpretation of results. This research focuses on the impact of Instagram use on the religious behavior of UINSU students. Quantitative research methods are known as research methods that are based on positivist thinking and are used to research certain populations or samples, collecting data using research instruments, quantitative data analysis. Quantitative data is presented in the form of numbers obtained directly in the field.(Ramdhan, 2021). The purpose of this research is to determine the effect of using Instagram on the religious behavior of UINSU students. The population in this study were students at UIN North Sumatra, including students from various study programs. Using the Slovin formula, a sample of 100 people was obtained.

The sampling technique used in this research was simple random sampling. SRS (Simple Random Sampling) is a simple sampling method that is carried out remotely or each unit has an equal chance of being selected. (Sumargo, 2020) . The sample search criteria are students who actively use Instagram, with indicators: Frequency of Instagram use by UINSU students, activities carried out on Instagram, involvement in religious content on Instagram. changes in religious behavior before and after using Instagram, attitudes towards religion before and after using Instagram. changes in understanding of religious values after using Instagram, the influence of interaction with religious content and other Instagram users on religious behavior. The instrument used in this research was a questionnaire and the data was processed using SPSS 29.

## RESEARCH RESULTS AND DISCUSSION

### Questionnaire Quality Test

Validity and reliability tests were carried out on all variables to assess the level of validity and reliability of the questionnaire. The validity test uses the Product Moment method, while the Reliability test uses the Cronbach's Alpha method.

### Validity test

Table 1 describes the results of the validity test regarding the Influence of Instagram Use and Religious Behavior. Data is considered valid if the Sig value is less than 0.05. The following is the conclusion of the Sig value for testing the validity of Instagram social media:

**Table 1. Validity Test Results of the Influence of Using Instagram Social Media and Religious Behavior**

| Variable | Statement | r-Count | r-Table | P (Sig.) | Information |
|---|---|---|---|---|---|
| Influence Use Social media Instagram | P1 | 0.737 | 0.195 | 0.001 | Valid |
| | P2 | 0.695 | 0.195 | 0.001 | Valid |
| | P3 | 0.797 | 0.195 | 0.001 | Valid |
| | P4 | 0.786 | 0.195 | 0.001 | Valid |
| | P5 | 0.705 | 0.195 | 0.001 | Valid |
| | P6 | 0.507 | 0.195 | 0.001 | Valid |
| | P7 | 0.806 | 0.195 | 0.001 | Valid |

| Variable | Statement | r-Count | r-Table | P (Sig.) | Information |
|---|---|---|---|---|---|
| | P8 | 0.573 | 0.195 | 0.001 | Valid |
| | P9 | 0.48 | 0.195 | 0.001 | Valid |
| | P10 | 0.27 | 0.195 | 0.007 | Valid |
| | P11 | 0.648 | 0.195 | 0.001 | Valid |
| | P12 | 0.744 | 0.195 | 0.001 | Valid |
| | P13 | 0.665 | 0.195 | 0.001 | Valid |
| | PK1 | 0.671 | 0.195 | 0.001 | Valid |
| Behavior Religious | PK2 | 0.731 | 0.195 | 0.001 | Valid |
| | PK3 | 0.748 | 0.195 | 0.001 | Valid |
| | PK4 | 0.723 | 0.195 | 0.001 | Valid |
| | PK5 | 1 | 0.195 | 0.001 | Valid |

From the data above, it can be seen that all Sig values for each statement in the variable influencing Instagram use and religious behavior are less than 0.05, so it can be concluded that all data in the variable is said to be valid. Apart from the significance value (Sig) analysis which shows that all Sig values are less than 0.05, there are several additional factors that can cause a statement or item to be invalid even though the Sig value shows statistical significance. Here are some additional analyzes that can be done.

Sample Size (Sample Size). Although the Sig value may indicate statistical significance, a small sample size may affect the validity of the results. A small sample may not adequately represent the population, so the results cannot be generalized well. Measurement quality, it is necessary to consider whether the variables measured using valid and reliable instruments. Inappropriate or unreliable measurement instruments can produce invalid data, even if statistical analysis shows significance.

Context and Interpretation. In some cases, even if there is statistical significance, the results may have no practical relevance or cannot be interpreted meaningfully in a particular research context. For example, a relationship is statistically significant but the magnitude of the effect is too small to be practically meaningful. The suitability of the statistical model, the selection of the right statistical model is also important. The model used must match the

data distribution and relevant statistical assumptions. Improper use of models can produce invalid conclusions.

Control of Other Variables (Control of Other Variables). Sometimes there are other variables not controlled for in the analysis, which can significantly influence the results. This could lead to less valid conclusions in the interpretation of the results. Therefore, even though the results of the Sig analysis show that the data in these variables are statistically significant, it is important to carry out additional analysis to ensure that the conclusions drawn are truly valid and can be justified in the broader research context.

## Reliability Test

Table 2 shows the results of the reliability test for the social media variable Instagram and religious behavior. Data is considered reliable if the Cronbach's Alpha value of each variable exceeds 0.60. The following are the results of the reliability test:

**Table 2. Reliability Test**

| Variable | Cronbach's Alpha | Condition | Information |
|---|---|---|---|
| The Influence of Using Instagram Social Media | 0.873 | 0.6 | Reliable |
| Religious behavior | 0.944 | | Reliable |

Based on the data above, it can be seen that Cronbach's Alpha for social media Instagram is 0.873 and for religious behavior is 0.944. This shows that the Cronbach's Alpha value for all variables is more than 0.6, indicating that all questionnaire items for all variables are reliable. Apart from the Cronbach's Alpha value analysis which shows quite high reliability (0.873 for Instagram and 0.944 for religious behavior), there are several additional analyzes that can be carried out to consider the validity of a statement or item in this variable.

Construct validity. Although a high Cronbach's Alpha value indicates that all items in a variable have good internal consistency, it is important to ensure that each item actually measures the concept or dimension in question. Testing construct validity through factor analysis or other techniques can help verify that all items are truly measuring the same aspect of the concept under study.

Refinement of items, although internal reliability is high, some items may need to be corrected or revised to be more appropriate to the concept being studied. Analysis of

specific questions or items can help identify inappropriate or ambiguous items. Temporal consistency (test-retest reliability), to ensure that the results obtained are consistent over time, it is important to test the temporal consistency of the questionnaire or instrument used. Test-retest reliability can be done by repeating measurements on the same sample to check whether the results are consistent.

Context and generalizability, it is also necessary to consider whether the findings from the questionnaire can be generalized to a wider population or are relevant in the specific context studied. External validity considers whether the results can be widely applied beyond the sample studied. By carrying out additional analysis like this, research can ensure that not only its reliability is high but also its validity is guaranteed, so that the results obtained can be justified scientifically and practically.

### Classic assumption test

Before the regression method is used in a hypothesis, the model will first be tested to see whether it meets classical assumptions or not. Classical assumption testing is a statistical requirement that must be met in simple linear regression analysis. Classical assumptions aim to determine whether the regression coefficients obtained are accurate and acceptable and to avoid possible violations of classical assumptions, which are the basic assumptions in regression analysis. The results of the classical assumption test will be presented as follows:

### Normality test

Used to determine whether the data presented for further analysis has a normal distribution or not. A good regression model follows a normal or close to normal distribution, the way to find out this is through graphical analysis. Graphical analysis is a method for assessing the normality of residuals by examining histogram graphs that compare observed data with a distribution that approximates a normal distribution. Another method used in graphical analysis is through a normal probability plot which compares the cumulative distribution from a normal distribution. If the residual data distribution is normal, then the line depicting the actual data will follow the diagonal line. Using SPSS 29, the normal distribution graph is displayed as follows:

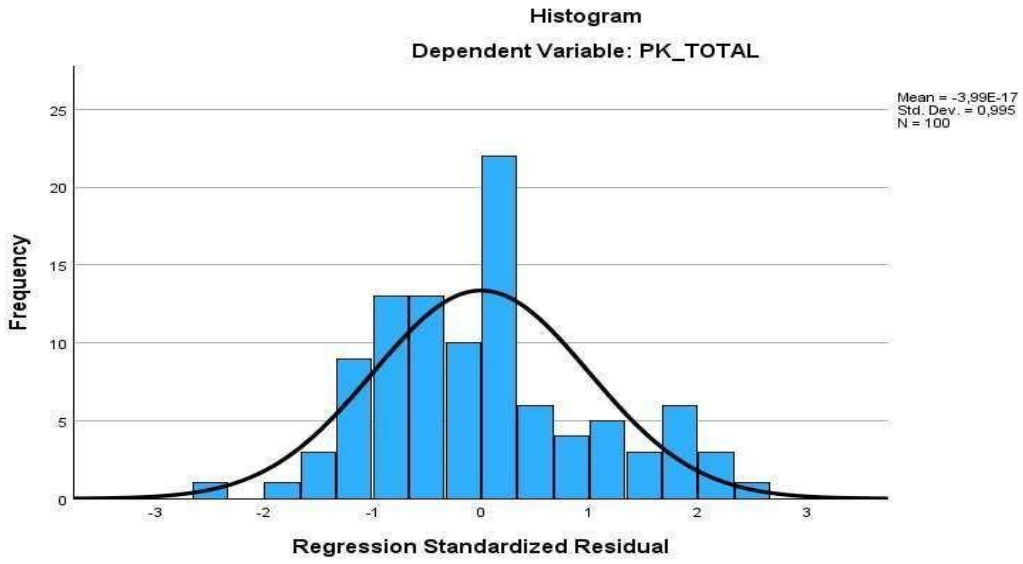


Figure 1. Histogram

The histogram graph above indicates that the research data has a normal distribution, because the distribution pattern does not show a slope. Thus, it can be concluded that the data distribution in this study meets the assumption of normality. Apart from that, the results of the Probability Plot (P-Plot) graph from the SPSS 29 program are displayed as follows:

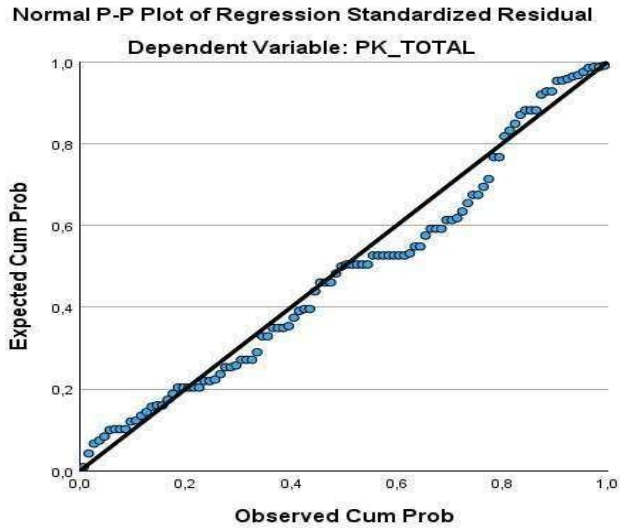


Figure 2. Results of testing the classical assumption of normality

Based on the graph, it can be seen that the dots are spread around the diagonal line and follow the direction of the line. This shows that the regression model is suitable for use. If the data spreads around the diagonal line and follows the direction of the line, then the regression model meets the assumption of normality.

## Simple Linear Regression Analysis

Based on the results of data analysis using SPSS 29, the results of simple linear regression analysis were obtained as follows:

**Table 3. Simple Linear Regression**

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | t | Sig. |
| 1 | (Constant) | 3,651 | 1,498 | | 2,437 | ,017 |
| | Total | ,305 | ,048 | ,543 | 6,398 | <,001 |

a. Dependent Variable: Total_pk

The purpose of this table is to evaluate how much influence the use of Instagram has on the religious behavior of UINSU students. It is known that the constant value (a) is 3,651, while the Trust value (b / regression coefficient) is 0.305. So it can be concluded that, the effect of using Instagram has a significant value of 0.001. In the coefficient table with a significance value of 0.05, it shows that 0.001 < 0.05. This indicates that the Instagram Usage variable has a significant influence on Religious Behavior. Based on this, a simple linear regression equation can be formulated as follows:

Y = 3.651 + 0.305

The simple linear regression equation can be explained as follows:

a. A constant value of 3.651 states that if the independent variable in this study is ignored or equal to zero, then religious behavior (Y) will have a constant value of 3.651.

b. The coefficient value of the Influence of Instagram Use variable (X) is positive, namely 0.305, which means that every additional unit of the Influence of Instagram Use variable will increase religious behavior by 0.305.

## Coefficient of Determination

The coefficient of determination measures the extent of the model's ability to explain the independent variables. When the R2 value is close to one, it means the independent variable provides most of the information required to predict the variation in the dependent variable. The coefficient of determination in the equation is shown in the following table:

Table 4. Coefficient of Determination

| R Square | Adjusted R Square |
|---|---|
| 0.295 | 0.287 |

Predictors: (Constant), use of Instagram social media

The results of the analysis above show that there is a correlation or relationship between the use of Instagram social media and religious behavior, with an Adjusted R Square value of 0.295 or 29.5%. This means that the independent variable Instagram social media influences the dependent variable religious behavior by 29.5%. The remaining 60.6% came from other variables outside the research which were not included in the research model. This indicates that the hypothesis proposed by the research is correct.

## Hypothesis Testing Results

The conditions for the t test are: This means that the alternative hypothesis (Ha) is true and the null hypothesis (Ho) is false if the expected t value is greater than the t value from the t table. The null hypothesis (Ho) is true and the alternative hypothesis (Ha) is false if the predicted t value is smaller than the table t value. By using the T test, the aim of this research is to find out how the use of Instagram influences the religious habits of UINSU students. The research results show that the estimated t value (6.398) is higher than the critical t value (1.664), because the significance level (0.001) is lower than the alpha level (0.05). Therefore, the variable "Influence of Instagram Use" has a big impact on religious behavior. Therefore, the hypothesis which states that the use of Instagram has an impact on the religious morals of UINSU students can be said to be valid.

Research using simple linear regression in SPSS 29 shows that the use of Instagram by UINSU students has a big influence on how religious they are. With a significance level of 0.05, the statistical test shows that the calculated t value found (6.398) is greater than the t table value (1.664). It also has a significant value of 0.000 in the coefficient table. This means that the difference between 0.001 and 0.05 indicates that the variable measuring Instagram use (X) has a large influence on religious behavior (Y). The magnitude of this influence can be seen in the Beta column, where the variable (X) has an influence on the variable (Y) of 0.543 or 54.3%. Based on these figures, it seems that the use of Instagram has a big influence on the religiosity of UINSU students. This is supported by input from participants. Of those who answered, 44 (44%) strongly agreed to worship at the right time after seeing religious content on Instagram, and 40 (40%) agreed to worship according to the sunnah after seeing religious content on Instagram. All of this shows how important it is to use Instagram to

access religious material to encourage religious behavior, especially since most social media users, especially teenagers, are active on Instagram. Instagram posts contain both short and long-form information, making them a fast and effective way to process data and search for information. Apart from being a source of entertainment, Instagram material can also be used for preaching. An easy-to-use image and video editing system is another advantage. It allows users to modify and share material not only on Instagram but also on other social media sites with similar features.

Based on several previous studies that are relevant to this research, the research results show something similar to research conducted by(Ferlitasari et al., 2020)The results of his research show that the social media Instagram has an influence on spiritual teenagers at SMA Perintis 1 Bandar Lampung through the use of the features presented, so that with the existence of social media Instagram spiritual teenagers can be influenced in their daily behavior which reflects Islamic values by using it. hashtag (#), mentions, follow, like & comment features. Based on the determination test or R2, the influence of Instagram social media on teenagers' religious behavior is 11.9%, which means that teenagers' religious behavior can be explained by the use of content or features from Instagram social media. Apart from that, other research conducted by(TAJIBU, 2021)also shows the same thing that Instagram social media influences teenagers in Rilau Ale District, Bulukumba Regency through the use of the features presented, so that with Instagram social media teenagers can influence their daily behavior that reflects Islamic values through the use of the hashtag Ciri (# ) can motivate you to carry out things such as worshiping Allah SWT, respecting your parents, not being excessive in worldly affairs, caring for others and others, both yourself and others.

So from this comparison of previous research it can be concluded that the use of Instagram can have a religious impact such as daily behavior that reflects Islamic values through the use of hashtags (#) which can motivate people to carry out activities such as worshiping Allah SWT, etc.

## CONCLUSION

Based on data analysis carried out by researchers regarding the influence of Instagram use on the religious behavior of UINSU students, it was concluded that statistical processing assisted by the SPSS for Windows 29 program showed that the statistical test results obtained a t value of 6.398 > t-table 1.664 and had a significance value of 0.001 in the coefficient table

with a significance level of 0.05. This means that 0.001 < 0.05, indicating that the Influence of Instagram Usage variable (X) significantly influences religious behavior (Y). The results of the determination test show that there is a relationship between the use of Instagram social media and religious behavior, namely 0.295 or 29.5%. This means that variable (X) use of Instagram social media influences variable (Y) religious behavior by 29.5%. The remainder, amounting to 60.6%, came from factors outside the research that were not included in this research model. These findings indicate that the use of Instagram has a significant influence on the religious behavior of UINSU students.

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