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REPORT TITLE:

FACEBOOK AS SOCIAL MEDIA TOOL AMONG MUSLIM YOUTH

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CHAPTER 1: INTRODUCTION

1.1 Background of Study

According Zulkiple and Nurul Widyamirza (2008), many previous research conducted has shown the influence of the Internet on the lives of individual Muslims. Internet use is not just limited to activities related to finding jobs or to communicate with contacts, but it also involves many activities of everyday life. This proves that the effect of the Internet on the Muslims society is inevitable.

This is supported by easy access to the Internet in Malaysia. Many individuals already have Internet access in their homes (Zulkiple & Nurul Widyamirza: 2008). Paid Internet center is also very easy to find and they offer access to the Internet at cheap rates. Studies of Internet use among adolescents also show that they constitute a majority of the cyber cafe visitor (Mohd Taib & Che Su in Zulkiple&NurulWidyamirza:2008). Apart from access to the Internet cyber cafe can also be found in educational institutions and near at home. Access to the Internet is very important for young people to obtain educational materials for teaching and learning (Zulkiple & Nurul Widyamirza, 2008).

However, exposure to the Internet among adolescents can also give negative implications. There are many studies that show there is relationship between used of the Internet to increase social problems among youth such as adultery, gangsterism, drugs, gambling (Hashim et.al, 2010), vandalism (Azizi, 2010) and suicide (Adekola et.al, 2008). This is because most teenagers at the transition from childhood to adulthood. At this stage the environment as well as their peers very easily influence them.

At present, there is a tendency among the Muslims community to use the Internet for the purpose of conveying the da'wah, deliver religious lectures, search and retrieve information related to Islamic teachings and also answers related to the tenets and rituals of everyday problems.

This is seen as a very good development and a positive impact on the Muslims community in Malaysia. Due to the diversification effect and the role of the Internet on the Muslim community, researchers feel there is a need to review and explore the patterns of use of the internet especially Facebook as a tool to deliver da'wah and its impact on the understanding of religion among Muslim youths in Malaysia.

1.2 Problem Statement

With the arising of internet, many people nowadays use it as a primary medium to connect and interact with each other. Internet is considered as primary source from the minor up to the major aspects. Due to this, the concern is that how Muslim youth accept da'wah spreading in Facebook.

The main concern is many organizations do not use the internet wisely and seriously. As a result, the information of da'wah is not updated and fails to provide the current and accurate information of what have been the da'wah spreader does. Besides, they cannot reach their audience easily and closely (Randy Bobbit, 2009).

Sometimes, the messages and information that are long and complicated will make the Muslim youth feel difficult to understand.

Moreover, the concern of the communication through traditional media is not enough to provide information towards the Muslim youth. Thus, this research is conduct to find out how effective the spread of da'wah on Facebook towards Muslim youth.

1.3 Research Question

The main objective of this research is to study the effectiveness of journalism among youth of spreading da'wah – Facebook

RQ1: What is the use of Facebook amongst Muslim youths?

RQ2: How was the journalist using Facebook in communication campaign?

RQ3: How do Muslim youth accept da'wah spreading or communication campaign in Facebook?

1.4 Research Objectives

RQ1: To identify the use of Facebook amongst Muslim youths.

RQ2: To study the way journalist using Facebook in communication campaign.

RQ3: To analyse how are Muslim youth using Facebook as spreading da'wah and communication campaign.