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# ENHANCING VISUAL ART COMMUNICATION FOR AR-RAHNU AWARENESS

a chapter by

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## Introduction

Ar-Rahnu provides a convenient source of funding for those who encounter challenges from traditional financial institutions. Ar-Rahnu is Islamic pawnbroking that allows individuals to obtain loans using their valuables as collateral by adhering to Islamic principles such as the prohibition of usury (riba). Ar-Rahnu is also known as Islamic pawnbroking which is Sharia-compliant financing scheme that allows individuals to obtain loans by pledging their valuable assets as collateral (Azman, Kassim, & Adeyemi, 2018).

Ar-Rahnu does not involve charging interest or engaging in any form of usury (Mohamad & Salleh, 2008). Ar-Rahnu offers shari'ah compliancy product with the lowest service charges, and lenient on collateral. As mentioned earlier, Ar-Rahnu has always been debated among scholars since its inception (Baharudin, Mohd Zailani, Abd Latif, Yahaya, & Md Ismail, 2023). The main problem is the lack of understanding and use of strategies that enhance the communicative power of visual art. Additionally, there is a lack of formal training in visual communication which limits the impact of visual art in the society. The inability to harness the communicative power of visual art leads to missed opportunities for artists to connect with audiences, educators to engage with students and professionals to exchange ideas effectively. In a world that increasingly relies on visual communication, there is an urgent need to amplify the role of visual art in effective communication. Ideally, artists, educators, and communicators would access resources, training, and tools that enable them to enhance visual expression and interpretation, across different platforms and audiences.

By addressing the identified problem, the aim is to bridge the gap between current capabilities in visual art communication and the potential that can be unlocked through enhanced strategies and education. The problem statement focuses on the need to improve methods and education in visual art communication to connect creators with their audiences and maximize the impact of visual messages in society.

## Typology of Social Media

There are various types of social media that cater to different forms of communication, engagement, and content sharing. Social networks platforms like Facebook, LinkedIn, and Google are all about connecting people with shared interests or real-life connections for sharing updates about life, news, and networking. The microblogging services like Twitter and Tumblr allow short updates and messages to a group of followers, often encouraging quick and frequent communication. Instagram, Snapchat, and Pinterest are all about sharing images and videos often with cool filters. YouTube, Vimeo, and TikTok are all for uploading, sharing, and watching video content.



Figure 1: Conversational Animation,  
Sources: Author's YouTube (2022)

## Educating the Concept of Ar-Rahnu using Art and Integrated Media

The incorporation of various artistic and multimedia elements, such as visual art, graphic design, animation, videos, interactive websites, and social media campaigns can convey information about Ar-Rahnu and benefit the community (Sari, Fatimah, Ilyana, & Hermawan, 2021). These elements can be integrated into various channels and platforms, including traditional advertising mediums such as billboards and brochures, as well as digital platforms like websites, social media platforms, and mobile applications. Through visually appealing and aesthetically pleasing designs, art captures attention and creates an emotional connection with the audience (Yan, Wang, Chen, & Zhang, 2016).

### Process of Multimedia Contents

The process of creating multimedia content for Ar-Rahnu includes the content description, contents development, contents implementation, and testing. First, it is important to have a clear understanding of the target audience and their preferences. This will tailor the content to effectively resonate with the intended audience (Neo, Neo, & Xiao-Lian, 2007). Next, the content creation team should collaborate with artists, designers, and multimedia specialists to develop visually stunning and engaging materials. These materials should effectively convey the message of Ar-Rahnu and its benefits while adhering to Islamic principles using storytelling techniques.

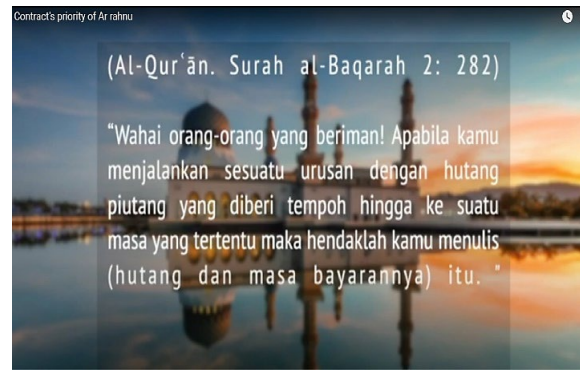


Figure 2: Text Based Interaction,  
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This process is crucial for creating multimedia learning materials as it ensures the alignment of content with the educational objectives and the needs of the target audience (Idris, Razak, Halili, Rahman, & Hamzah, 2019). The integration of Islamic design principles and cognitive theory in multimedia learning materials for Islamic education reflects the need for a comprehensive approach that considers cultural and educational requirements.

### The Use of Multimedia and Animation in Educational Contexts

The type of animation in media includes 3D animation, interactive animation, and conversational animation. The use of multimedia and animation in educational contexts has been explored extensively to enhance cognitive learning, improve student outcomes, and address diverse learning styles. The use of 3D animation in multimedia learning enhances cognitive theory and promotes student understanding in complex subjects such as organic chemistry and mathematics Bhatti, Mahesar, Bhutto, and Chandio (2017).

Conversational style animation has been studied for its personalization effect in multimedia learning, demonstrating that students learn better when words are presented in a conversational style rather than a formal style (Mayer, Fennell, Farmer, & Campbell, 2004). This indicates the potential of conversational animation in

engaging learners and improving learning outcomes.



Figure 3: Conversational Animation,  
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### The Impact of Art and Media on Ar-Rahnu

The impact of art and media on Ar-Rahnu, an Islamic pawnbroking system can be analysed through the lens of customer acceptance, financial wellbeing, and the adoption of Ar-Rahnu (Thaker, Khaliq, Thaker, Pitchay, & Sakaran, 2020). The use of art and integrated media can effectively promote the concept of financial inclusivity, increase brand visibility, and attract potential customers. By utilizing visual arts, photography, and multimedia installations, Ar-Rahnu can create visually appealing and engaging content that captures the attention of its target audience.



Figure 4: Visualize the Debating on Contract's Priority  
in Ar-Rahnu  
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### Conclusion

Integrated media such as videos, animations,

and interactive graphics can effectively explain the process and benefits of Ar-Rahnu in an easily understandable and engaging manner. By incorporating social media platforms, Ar-Rahnu can reach a wider audience and engage with potential customers through regular updates, informative posts, and engaging content such as infographics and videos. By utilizing art and integrated media, Ar-Rahnu can effectively communicate the concept of Islamic financing and its benefits. The impact of Ar-Rahnu on different demographic segments, such as low-income civil servants and small-scale entrepreneurs, highlights the need for tailored multimedia content to address diverse audience needs (Indra et al., 2021). The acceptance of Ar-Rahnu among millennials and non-Muslims, as well as its impact on long-term customer-institution relationships, underscores the importance of effective communication and media strategies to reach and engage these specific groups.

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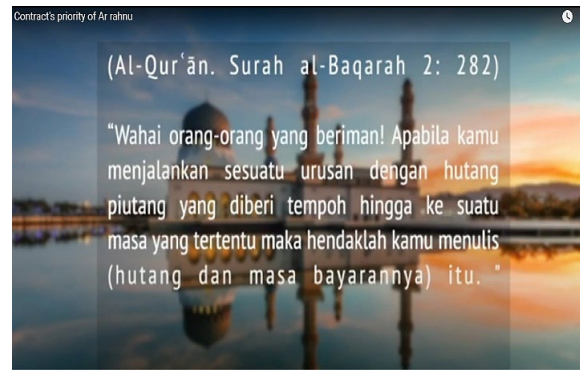


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