

Big Data Vortex: Data Visualization of The Impact of The Fatwa of The Indonesian Ulema Council On Social Control of Social Media Users

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Abstract

In recent times, there has been a phenomenon of social control carried out by the Indonesian Ulema Council through the MUI Fatwa Commission issued the Latest Fatwa Number 83 of 2023 concerning the Law of Support for the Palestinian Cause. The fatwa recommends Muslims avoid using Israeli-affiliated products as much as possible. These recommendations include an appeal to avoid transactions and use of products affiliated with Israel as well as those that support occupation and Zionism. Soekanto (1990) defines social control as a planned or unplanned process that aims to invite, direct, or even force certain communities or groups to comply with applicable values and norms. The purpose of this study is seeing how big the fatwa of the Indonesian Ulema Council's role is on social media users' social control. This research is a big data research with several stages, namely data collection, data has been obtained, then the pre-processing stage to data analysis in the form of visualization. The findings obtained when the fatwa was issued by the Indonesian Ulema Council on November 10, 2023, found that there was an increase in searches and trending topics on social media. On November 15, 2023, the Indonesian Ulema Council issued a statement regarding fatwa Number 83 of 2023 which did not mention specific products in terms of names, brands, and companies. After the release of the statement, there was a decrease in numbers on google trends.

Kata kunci: *fatwa MUI, kontrol sosial, media sosial*

Abstrak

Dalam beberapa waktu terakhir, terdapat fenomena kontrol sosial yang dilakukan Majelis Ulama Indonesia melalui Komisi Fatwa MUI mengeluarkan Fatwa Terbaru Nomor 83 Tahun 2023 tentang Hukum Dukungan terhadap Perjuangan Palestina. Fatwa ini merekomendasikan umat

Islam semaksimal mungkin menghindari penggunaan produk yang terafiliasi dengan Israel. Rekomendasi ini mencakup imbauan untuk menghindari transaksi dan penggunaan produk yang terafiliasi dengan Israel serta yang mendukung penjajahan dan zionisme. Soekanto (1990) mendefinisikan kontrol sosial adalah suatu proses terencana maupun tidak terencana yang bertujuan untuk mengajak, mengarahkan, atau bahkan memaksa masyarakat atau kelompok tertentu agar mematuhi nilai dan norma yang berlaku. Tujuan dari penelitian ini adalah untuk melihat seberapa besar peran fatwa Majelis Ulama Indonesia terhadap kontrol sosial pengguna media sosial. Penelitian ini merupakan penelitian big data dengan beberapa tahapan, yakni pengumpulan data, data telah didapatkan, kemudian tahap pre-processing hingga analisis data berupa visualisasi. Temuan yang didapatkan pada saat fatwa tersebut dikeluarkan oleh Majelis Ulama Indonesia pada tanggal 10 November 2023 didapatkan bahwa terjadi kenaikan pencarian dan menjadi trending topik dalam media sosial. Pada tanggal 15 November 2023, Majelis Ulama Indonesia mengeluarkan pernyataan tentang fatwa Nomor 83 Tahun 2023 yang tidak menyebutkan produk secara spesifik baik nama, merek, dan perusahaan. Setelah dikeluarkannya pernyataan tersebut, terjadi penurunan angka pada google trend.

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Introduction

The development of communication technology at this time is increasing rapidly from year to year due to the demands of the times, which cause the need for technology in society to increase as well. In earlier periods, humans used letters, radio, newspapers, telegrams, and others to find information and communicate. Meanwhile, in the current times, everything is digital, both in newspapers, sending messages more easily with mobile phones and so on, which makes it easier for technology users to receive information and disseminate news and messages to the wider community (Zulkarnain, 2020).

With the ease of dissemination of this information, it is also widely used by organisations and agencies, including the Indonesian Ulema Council, to disseminate appeals and fatwas. Munawaroh (2023) explained that the Indonesian Ulema Council is a forum or assembly that gathers Indonesian Muslim scholars, scholars and scholars to unite the movements and steps of Indonesian Muslims in realising common ideals. The Indonesian Ulema Council, as an institution, certainly has the duty and responsibility to foster and increase understanding of the community with the aim of welfare in community life (Berutu, 2020).

Since its establishment in 1975, the Indonesian Ulema Council has produced many products in the form of fatwas that discuss various aspects of public life, such as matters of worship, law, social, political, ethical, and economic (Mudzhar, 1993). Recently, the Indonesian Ulema Council issued a new fatwa related to buying products from manufacturers who support Israeli aggression against Palestine, as stated in Fatwa Number 83 of 2023, containing the Law of Support for Palestine with the recommendation to avoid transactions and use of products affiliated with Israel as much as possible and those that support occupation and Zionism (Dewi, 2023).

Compiled in CNBC Indonesia (2023) stated that the Chairman of the MUI for Fatwa, Asrorun Niam Sholeh, emphasized that he supports Israeli aggression both directly and indirectly, such as buying products from manufacturers who support Israel unlawfully. Supporting this, Detik.com (2023) said that In the fatwa, the Indonesian Ulema Council recommends that Muslims support the Palestinian cause, such as the movement to raise humanitarian funds and struggle, pray for victory, and perform magical prayers for Palestinian martyrs.

A command or recommendation and prohibition of human behaviour are called social control (Setiadi & Kolip, 2010). Social control can ostensibly be organised through increasingly formless networks, providing continuous feedback to whatever the power source is to control such behaviour (Beck, 2020). All handling and prevention carried out so that the community does not violate norms and reduce violations is called social control (Putra, 2018).

According to Soekanto (1990), social control is a planned or unplanned process that aims to invite, direct, or even force certain communities or groups to comply with applicable values and norms. Koentjaraningrat (1990) states that there are five kinds of social control functions, namely: 1) Strengthening people's beliefs about the goodness of norms, 2) Rewarding citizens who obey norms, 3) Developing shame, 4) Developing fear, and 5) Creating a legal system. In social control Yani (2015) states that we can see social control processes in three patterns, namely: 1) Group control over groups, 2) Group control over its members, and 3) Individual control over other individuals.

Social control needs to be done so that life runs harmoniously, especially with the use of social media, to reduce the occurrence of social deviations that often occur at this time. Based on the descriptions submitted earlier, researchers are interested in seeing how big the fatwa of the Indonesian Ulema Council's role is on social media users' social control.

Methods

In this study, there are several stages of research, starting from the data collection stage, data has been obtained, then the pre-processing stage to data analysis in the form of visualisation. The research flow can be seen in the following figure:

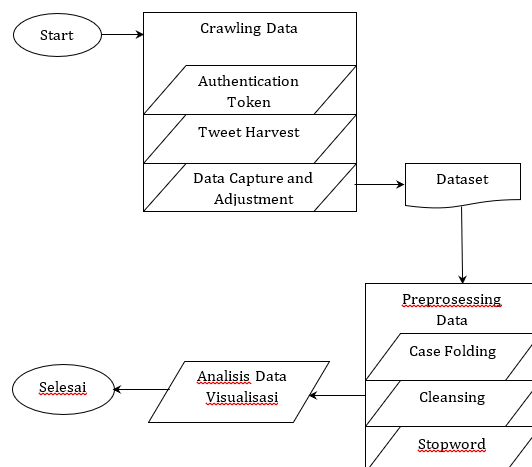


Figure 1. Research Flow

Result

Data crawling is a stage in research that aims to collect or download data from a database. Data collection from this study is downloaded from Twitter servers in the form of users and tweets along with their attributes (Sembodo, Setiawan, & Baizal, 2016). In data crawling, of course, there is a purpose. Sasongko (2010) mentioned that the purpose of data crawling is to collect a lot of useful information quickly and efficiently with a connected structure.

Researchers crawled data on social media Twitter or X by collecting and collecting tweets or tweets of users about the fatwa of the Indonesian Ulema Council. Twitter or X is currently one of Indonesia's most frequently used social media users (Ritonga, Setiawan, & Kurniawan, 2020). Researchers crawled data on social media Twitter or X with the following steps:

Data Crawling

Crawling this data uses the help of the google collab search engine that connects to Twitter search. With the keyword "boycott" and tweet range November 1, 2023 - December 1, 2023.

Authentication Token

Authentication Token is a unique code for each account from the Application Programming Interface (API) in the form of random letters and numbers. This can be obtained by logging in X or Twitter, then right-click select inspect, then select application, and then select cookies. Then the authentication token is entered into the Google collab script.

Tweet Harvest

Tweet harvest is a process of searching for the keyword "boycott" within a period of November 1, 2023, to December 1, 2023. With a data limit of 1500, it is then saved in the boikot.csv file.

Data Capture and Adjustment

In the boikot.csv file, 702 total random tweets are obtained, which will then be adjusted per column and row according to the data.

Dataset

It is a raw data set with a total of 702 data obtained from the process of crawling data containing columns such as tweet creation date, tweet copy, total reply, total likes, total retweets, language, username, and tweet address that can be processed further.

created_at	id_str	full_text	quote_count	reply_count	retweet_count	favorite_count	lang	user_id_str	conversation_id_str	username	tweet_url
Thu Nov 3 1,73E+18	@shintaar		0	0	0	11	in	5,79E+08	1,73E+18	siapahayo	https://twitter.com/siapahayo000/status/1730370834622284115
Thu Nov 3 1,73E+18	@djaycoh		1	4	0	70	in	1,43E+09	1,73E+18	errrrrysyh	https://twitter.com/errrrrysyh/status/1730370808990818451
Thu Nov 3 1,73E+18	Elon Musk		0	0	0	0	in	1,41E+18	1,73E+18	Purplewithyell1	https://twitter.com/Purplewithyell1/status/1730369630496346149
Thu Nov 3 1,73E+18	@Lenny_c		0	1	0	0	in	3,05E+08	1,73E+18	gitskimassie	https://twitter.com/gitskimassie/status/1730370361173381589
Thu Nov 3 1,73E+18	Boikot hari		0	1	0	0	in	1,02E+08	1,73E+18	fmtoday	https://twitter.com/fmtoday/status/1730369342892806215
Thu Nov 3 1,73E+18	@Oposisi1		0	0	0	1	in	2,23E+09	1,73E+18	arifandi_iman	https://twitter.com/arifandi_iman/status/1730369045780897827
Thu Nov 3 1,73E+18	Vlog RIIZE		0	0	0	3	in	9,72E+08	1,73E+18	KpopChartNet	https://twitter.com/KpopChartNet/status/17303668437825020021
Thu Nov 3 1,73E+18	Lah pulak.		0	0	0	1	in	19180071	1,73E+18	dyanna2909	https://twitter.com/dyanna2909/status/1730368994967003482
Thu Nov 3 1,73E+18	@selalu.or		0	1	0	0	en	2,33E+09	1,73E+18	olaayuyu	https://twitter.com/olaayuyu/status/1730367649086107847
Thu Nov 3 1,73E+18	@tanyarif		0	0	0	0	in	1,62E+18	1,73E+18	ThufailAchmad	https://twitter.com/ThufailAchmad/status/1730367639082652067
Thu Nov 3 1,73E+18	@Greschi1		0	0	0	0	in	50272941	1,73E+18	freskaillon	https://twitter.com/freskaillon/status/1730367343694414197
Thu Nov 3 1,73E+18	@FreddyC		0	0	0	0	es	8,05E+17	1,73E+18	sistemas_360	https://twitter.com/sistemas_360/status/1730366962880925785
Thu Nov 3 1,73E+18	@kookkur		0	4	0	12	in	1,13E+18	1,73E+18	cafein_cat	https://twitter.com/cafein_cat/status/1730366768554881454
Thu Nov 3 1,73E+18	@lady_bu		0	0	1	3	in	9,16E+17	1,73E+18	Bigsnorlax1985	https://twitter.com/Bigsnorlax1985/status/1730366588292108438
Thu Nov 3 1,73E+18	@Greschi2		0	0	0	0	in	3,15E+09	1,73E+18	Maguri58P	https://twitter.com/Maguri58P/status/1730366549775802720
Thu Nov 3 1,73E+18	@Oposisi2		0	0	0	2	in	2,85E+09	1,73E+18	FaisalAgil14	https://twitter.com/FaisalAgil14/status/1730366525079724266
Thu Nov 3 1,73E+18	@MrBeen		0	1	1	21	in	1,34E+18	1,73E+18	cakuanihw	https://twitter.com/cakuanihw/status/1730366061705609375
Thu Nov 3 1,73E+18	@guesswl		0	4	0	3	in	1,24E+18	1,73E+18	maulana_abdill	https://twitter.com/maulana_abdill/status/1730366043452014765
Thu Nov 3 1,73E+18	@tanyarif		0	0	0	0	in	9,74E+17	1,73E+18	gyludaepah	https://twitter.com/gyludaepah/status/1730365736055689602
Thu Nov 3 1,73E+18	@Carieko		0	0	1	4	in	1,56E+18	1,73E+18	panggilsayahmm	https://twitter.com/panggilsayahmm/status/1730365507159871810
Thu Nov 3 1,73E+18	@FarouqJ		0	1	0	22	in	1,19E+18	1,73E+18	arifdanish00	https://twitter.com/arifdanish00/status/1730364459456270527
Thu Nov 3 1,73E+18	Terima ka		0	0	1	0	in	1,12E+18	1,73E+18	AyaiyaiK	https://twitter.com/AyaiyaiK/status/1730364356469342355

Figure 2. Dataset

Pre-Processing Data

Case Folding

This is the process of changing all letters in a tweet document to lowercase. Only letters a to z are processed in the tweet field from the previous one in the dataset, as shown in figure 3, and after the case folding process, as shown in figure 4.

Elon Musk di boikot besar-besaran sama perusahaan besar pendukung Israel? Emang para pembela Zionis itu gak mikirin nasibnya kariyawannya om Elon?

Figure 3. Before the Case Folding Process

elon musk di boikot besar-besaran sama perusahaan besar pendukung israel? emang para pembela zionist itu gak mikirin nasibnya kariyawannya om elon?

Figure 4. After Case Folding Process

Cleansing

The process of modifying, changing, or deleting data considered unnecessary, incomplete, inaccurate, or has the wrong data or file format in the database to produce high-quality data. In the tweet column of a total of 702 tweets, image 5 will delete some rows with lang or languages other than Indonesian. So that becomes a total of 659 image tweets 6.

	A	B	C	D	E	F	G	H	I
691	Thu Nov 3	1,73E+18	@NDsyazi	0	1	0	0	in	3,6E+08
692	Thu Nov 3	1,73E+18	@kyung_c	0	1	1	0	in	3,22E+09
693	Thu Nov 3	1,73E+18	Aksi Boikc	0	0	0	0	in	8,80E+17
694	Thu Nov 3	1,73E+18	Bener-ber	0	0	0	0	in	1,08E+18
695	Thu Nov 3	1,73E+18	@tanyarlif	0	0	0	0	in	1,64E+18
696	Thu Nov 3	1,73E+18	Boikot kol	0	0	0	0	in	1,60E+18
697	Thu Nov 3	1,73E+18	@tanyarlif	0	0	0	0	in	9,22E+17
698	Thu Nov 3	1,73E+18	@Kerberc	0	1	0	2	cs	2,89E+09
699	Thu Nov 3	1,73E+18	@tanyarlif	0	0	0	0	in	3,85E+08
700	Thu Nov 3	1,73E+18	@FachryM	0	0	1	0	in	37202924
701	Thu Nov 3	1,73E+18	@tempod	0	0	0	0	in	1,69E+18
702	Thu Nov 3	1,73E+18	@_sibona	0	0	0	0	in	2,68E+08
703	Thu Nov 3	1,73E+18	@Avolanz	0	2	2	16	in	1,11E+18
704	Thu Nov 3	1,73E+18	@Avolanz	0	1	0	0	in	1,53E+18
705									
706									
707									

Figure 5. Before the Cleansing Process

	A	B	C	D	E	F	G
650	Thu Nov 3	Aksi Boikc	0	0	0	in	KompolRc
651	Thu Nov 3	Bener-ber	0	0	0	in	LastBatz
652	Thu Nov 3	@tanyarlif	0	0	0	in	jMandalik
653	Thu Nov 3	Boikot kol	0	0	0	in	Bang_Muu
654	Thu Nov 3	@tanyarlif	0	0	0	in	ssaaveery
655	Thu Nov 3	@tanyarlif	0	0	0	in	ingenurite
656	Thu Nov 3	@FachryM	0	1	0	in	docturnal
657	Thu Nov 3	@tempod	0	0	0	in	dyken_da
658	Thu Nov 3	@_sibona	0	0	0	in	rintoslmn
659	Thu Nov 3	@Avolanz	2	2	16	in	KacabackE
660	Thu Nov 3	@Avolanz	1	0	0	in	hayakuriri
661							
662							
663							

Figure 6. After the Cleansing Process

StopWord

The stage of disposal of words that are considered unimportant. This step is done so that the calculation focuses more on words that are much more important. For example, in Figure 4, some meaningless symbols and conjunctions such as symbols -, ?

And the word di, that, equal, gk and om. So, only focus on important words like figure 7.

elon musk boikot besar besaran perusahaan besar pendukung israel emang para pembela zionist mikirin nasibnya kariyawannya elon

Figure 7. After StopWord

Data Visualization

Data visualisation is an art and science that describes any attempt to assist in understanding the significance of data by placing data in a visual context (Fernando, 2018). Data visualisation is an interesting and easy-to-understand data presentation using graphs (Irmayani, 2021). In making data visualisations, researchers use Google Trends and Clouds Word to facilitate the process of visualising existing data with the following description:

Google Trends

Google Trends is a tool from Google, which has many benefits such as keyword research, keyword comparison, to see news trends being searched or talked about by netizens. Google trends has a function to find out popular topics in a certain period of time, determine targets, find out keyword frequency, and determine keywords or keywords.

In accessing Google trends, researchers use several keywords such as boycott, boycott Israel, and boycott of Israeli products to bring up search results, mapping, charts, and keyword comparisons. Here are the results of data obtained from google trends:

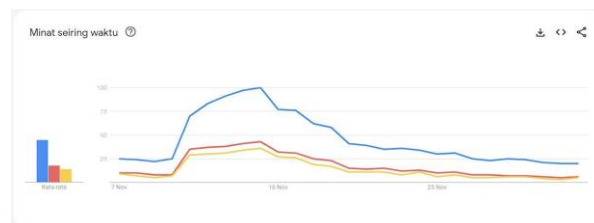


Figure 8. Google Trends Keyword Distribution Over Time

● Boikot ● Boikot Israel ● Boikot Produk Israel

In addition to the graph, researchers also looked at the search distribution map based on the comparison of cities in Indonesia and obtained the following results:



Figure 9. Google Trends Urban Distribution in Indonesia

- Boikot
- Boikot Israel
- Boikot Produk Israel

Cloud Word

This technique has also often been used in tweeting statistics. Word cloud is one of the visualization techniques consisting of a collection of words that appear the most when the dataset is analyzed (Amin, 2020). The size of the letters is determined by the intensity of the frequency with which the word is used. The more often it is used, the larger the font size of the word (Heaverly, 2020).

Researchers use crawling data that has been obtained previously on social media twitter or X to create data visualizations in the form of cloud words with the following results:



Figure 10. WordCloud Orange

Discussion

Media technology and media content have two different sides, like a double-edged knife (Rodman & Fry, 2009), the Internet provides benefits for its users in providing convenience such as finding information, interacting, providing entertainment through music, video, and games. On the other hand, there are phenomena that arise when used excessively and uncontrollably, such as gambling, video games, pornography, and other harmful behaviors (Griffiths & Wood, 2000). Cybernetics, or more commonly known as "cybernetics" in English, is an interdisciplinary field of science first introduced by (Norbert Wiener, 1948), which states that cybernetics deals with the study of systems, control, and communication in organisms, machines, and other complex entities and combines the principles of mathematics, physics, computer science, biology, and social sciences.

Recently, social control has been carried out by the Indonesian Ulema Council through the MUI Fatwa Commission, which issued the Latest Fatwa Number 83 of 2023 concerning the Law of Support for the Palestinian Cause. The fatwa recommends Muslims avoid using Israeli-affiliated products as much as possible. These recommendations include an appeal to avoid transactions and use of products affiliated with Israel as well as those that support occupation and Zionism. Head of MUI Fatwa Sector, Asrorun Niam Sholeh, emphasised that supporting Israeli aggression, either directly or indirectly, is considered haram, including buying products from manufacturers who support the aggression.

When the Indonesian Ulema Council issued the fatwa on November 10, 2023, it was found that there was an increase in searches and trending topics on social media. Researchers then used Google Trends to prove the increase in data and obtained the following results:

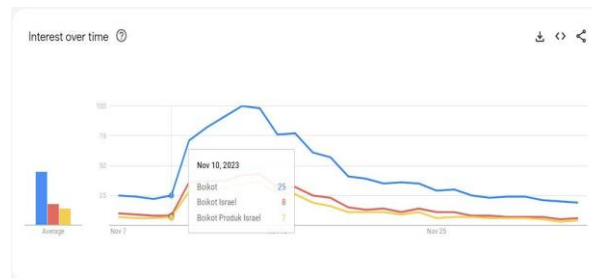


Figure 11. Google Trends as of November 10, 2023

November 10, 2023, can be seen as the beginning of an increase in the number of searches on the internet network. In the picture, there are 3 coloured lines which are a comparison of keywords that researchers use, namely Boycott, Boycott Israel, and Boycott Israeli Products. From the graph, we can also see that the three keywords are aligned after November 10, 2023, which indicates that the public is affected or controlled by the fatwa issued by the Indonesian Ulema Council.

With the issuance of fatwas and advising the public, many emerged, and the popularity of the Boycott, Divestment, and Sanctions (BDS) movement also increased not only in Indonesia but in several other countries. BDS is a consumer boycott movement to convince traffickers around the world to stop selling Israeli products. BDS aims to exert economic pressure on Israel to grant equal rights to the Palestinians. Generally, the BDS movement includes companies involving illegal settlements, exploiting the natural resources of Palestinian land, and using Palestinians as cheap labour. Quoted from CNBC (2023) about people who tend to continue to buy products allegedly affiliated with Israel. In addition, people may also have difficulty in boycotting, especially for household products. Especially to identify which products are on the boycott list. In addition, there is a snowballing effect due to a decrease in sales of many people who are laid off.

On November 15, 2023, the Indonesian Ulema Council issued a statement regarding fatwa Number 83 of 2023 that did not mention specific products regarding names, brands, and companies. After the release of the statement, there was a decrease in the number of google trends shown in the following figure:

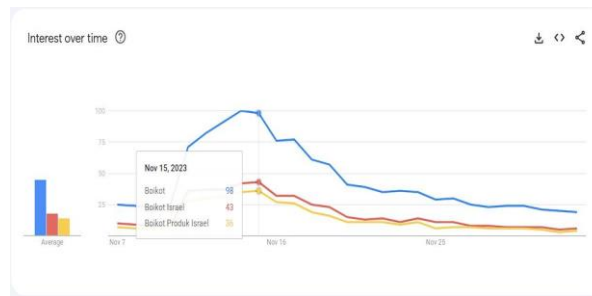


Figure 12. Google Trends as of November 15, 2023

Conclusion

The role of the fatwa of the Indonesian Ulema Council on social control of social media users is quite crucial and grabs a lot of public attention, from crawling data that researchers get using Google Colab's tool, about the Law of Support for the Palestinian Cause. The fatwa recommends Muslims avoid using Israeli-affiliated products as much as possible. So researchers use the keyword "boycott", and searches are limited to 1 month, from November 1, 2023, to December 1, 2023. Found 702 tweets and, after pre-processing, finally found data with Indonesian, a total of 659 tweets; then, for the creation of word clouds aimed at finding important new keywords, researchers used orange tools and found new keywords such as Israel, Palestine, Products and MCD.

After finding these keywords, we use Google Trends to compare "boycott", "boycott Israel", and "boycott Israeli products". From the graph, we can also see that the three keywords are aligned after November 10, 2023, which indicates that the public is affected or controlled by the fatwa issued by the Indonesian Ulema Council. On November 15, 2023, the Indonesian Ulema Council issued a statement regarding fatwa Number 83 of 2023 that did not mention specific products regarding names, trademarks, and companies. After the statement's release, there was a decrease in the number of links to boycotts.

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