Research Article

Visual Communication Design as a Media for Preaching Punk Community Hijrah in the Digital Era

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Abstract.

This research examines using visual communication design as a medium for da'wah which is analyzed using Roland Barthes' semiotic analysis on the contents of the punk hijrah community's Instagram account @punkhijrah. Entering the development of communication and information technology in the current digital era, visual communication design has become an important platform for communicating da'wah messages visually. @punkhijrah is one of the many Instagram accounts that uses visual communication design to publish creative and innovative content. Roland Barthes' semiotic analysis method is used to examine visual communication design in the form of symbols and meanings contained in posts on the Instagram account @punkhijrah. This research was conducted to find out and interpret the meaning of the visual communication design used by @punkhijrah as a propaganda medium with a qualitative approach, then analyzed using Roland Barthes' semiotic analysis method to examine signs as a whole, both regarding content and meaning, seen from three elements, namely typography, illustration, and color. The results of this research show that the visual communication design as a da'wah medium used by @punkhijrah shows that the meaning and understanding of the signs in the content has meaning and an appeal to the public or readers to continuously Istiqomah do good, become a better person, more becomes more vocal about current religious issues, and stay away from evil.

Keywords: community, da'wah media, visual communication design

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1. Introduction

This article discusses visual communication design as a medium for punk hijrah da'wah in the digital era. Basically, da'wah activities are easily understood by the community as lecture activities in local mosques. However, along with the advancement of information and communication technology, da'wah can be done in other forms of media. One of them is by utilizing social media to keep up with current global developments. This means that the movement of da'wah activities enters a more contemporary context, one of which is by utilizing visual communication design for da'wah.

Visual communication design can be interpreted as the art of communication through contemporary media that aims to convey information, change and influence the audience according to the desired goals. There are 2 important elements to consider the overall aspect of design, including the functional and aesthetic aspects of design. Both aspects are obtained through research, reflection, brainstorming, or developing previously created design concepts [2]. Visual communication design includes several products in it, ranging from banners, posters, images, videos, films, and animations.

In today's digital era, visual communication design can be used as a medium to spread religious teachings. In this case, it makes it easier for Muslims to preach through contemporary media by pouring out preaching ideas into visual communication design. The creative and positive process reminds and invites people to do Amar Ma'ruf Nahi Munkar in accordance with the guidance of Islamic teachings, namely the Qur'an and Assunnah. Sumbo Tinarbuko defines visual communication design as an effort to solve problems in communication using new methods in the form of design [7]. To take advantage of this momentum, the use of social media in creative, unique, and interesting visual communication designs in preaching can make Islam continue to develop in accordance with the development of the current digital era.

This is not wasted by one of the communities in Lampung province, namely punk hijrah, one of the communities that stole the public's attention because of the name which is quite contradictory between punk and hijrah. The bad stigma of punk labeling in the public is quite worrying, because punk children disturb the comfort of the surrounding environment, as happened in Central Java, 29 punk children were arrested by the authorities after destroying a truck [10].

Basically we should not label punk with a negative stigma, because the behavior of some punks cannot be equated by all punks. Punk hijrah tries to erase the negative stigma by means of change with the trigger "the pleasure of hijrah feeling the water of revolution, burning the limits of stagnation of ignorance". Through the official Instagram account of punk hijah, Together invite, disseminate information and raise issues of Islamic religion that are currently happening.Therefore, here the researcher is interested in researching visual communication design as a media for preaching the punk hijrah community in the digital era, so that they can understand the elements of visual communication design in the design in conveying the message of preaching and eliminating the negative stigma regarding the punk community.

2. Methods

The type of research used in this study uses a qualitative research type emphasizing scientific reasoning to draw conclusions and analyze the dynamics between events and phenomena being observed [15]. The data collected in the form of text and images, then analyzed using Roland Barthes' semiotics to obtain results regarding how visual communication design as a medium of preaching.

The object of the study is 3 posters taken from uploads on the Instagram account @punkhijrah with specifications containing da'wah messages, as well as unique visual designs and having a positive response from the public seen from the number of likes on the upload, then the data uploads are analyzed using Roland Barthes' semiotics. Data analysis can draw conclusions to determine the meaning and verbal and visual signs, with the steps of the researcher observing the Instagram account @punkhijrah, then looking for signs in the upload in the form of posters, then sorting the upload results according to the elements in the visual communication design and in the final stage analyzed using Roland Barthes' semiotics.
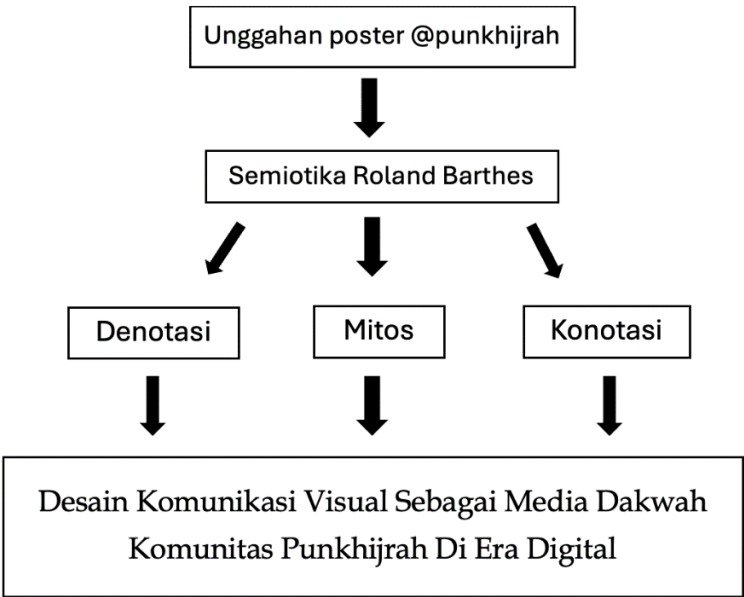

Figure 1:

Through Roland Barthes' semiotic analysis, researchers can find out the meaning of visual communication design elements as a medium for preaching in the digital era in the @punkhijrah poster upload.

3. Results and Discussion

3.1. Graphic Design

Graphic design comes from two words, namely design which means "designing", and graphics which means "picture". It means a graphic designer who aims to convey information or messages (communication). So, graphic design is designing communication with images. Graphic design according to R. Kuncoro Wulan Dewojati, in his book "Graphic Design as a Media for Expressing Advertising" defines graphic design as a medium to make one of the means of information through visual communication language in the form of two-dimensional or three-dimensional involving aesthetic rules [6].

The main elements in graphic design are as basic ingredients , such as flour, sugar and eggs in making cakes. This is what Peterson said. Therefore, the basic elements of graphic design are line, type, shape *and* texture. Applying these main principles will help create a good design structure [16]. Graphic design is currently more often called "visual communication design" because it has a role in communicating messages to readers with various visual strengths, such as typography, illustration and color as well as with the help of other technologies.

3.2. Visual Communication Design

According to Surya and Evelyn Huang Visual Communication Design is the art of conveying messages or information using visual language and using media in the form of design as a means of delivery [8]. DKV must consider design principles such as balance, emphasis, rhythm and unity so that they become a benchmark for the beauty and quality of design in building, conveying visuals that stick in the minds of the audience.

The message packaged through DKV works involves creative activities in creating concepts, developing ideas and choosing the most appropriate visual elements for the intended purpose or message [11]. Some examples of visual communication design media works include; posters, magazine brochures, books, advertisements, product packaging and logo designs. [1] Visual communication design (DKV) is a science that studies the concept of communication design and the expression of creative power, which is applied in various visual communication media by managing graphic elements consisting of several elements, namely:

3.2.1. Typography

Etymologically it comes from the Greek language, namely *Typos* and *Graphein. Typos* means form and *Graphein* writes. Typography is the art of arranging letters so that the letters can be read easily and understood by *the audience* , without reducing the value of the existing design, both in size and nature so that the information conveyed is in accordance with what is expected. The purpose of creating this typography is to achieve a certain impression so that the reader gets maximum information. The type of font used usually provides a sense of interest to the communicant, which makes the information from this typography understandable through design visualization [8].

This typography plays a role in making the text seem useful and easy to use. In typography there are 2 elements, namely ease of reading "readability", ease of recognizing letters "legability", then the ability of existing letters to be read at a certain distance " *visibility* ", and also the ability of letters to be understood " *clarity* " [4]. Some types of typography classifications are:

a. *Serif*

Serifs are characterized by decorative additions. in the form of "serif" or there is a small addition at the end of the letter. This letter has a classic, elegant, and feminine impression. *Serif* is usually suitable for formal designs, such as books, magazines, and newspapers. Examples of *serif letters* such as, *Times New Roman, Georgia, Garamond, Book Antiqua, Bookman Old Style, Pan Roman,* and so on [17].

b. *Sans Serif*

Sans Serif has its own characteristics and character, namely without fins (*serifs)* and this letter has a *fresh and simple appearance, so it is usually used in more modern and minimalist designs. This letter is suitable for use on the web, posters and fresh* designs. and easy to read, examples of *Sans Serif fonts* are *Arial, Helvetica, Futura, Vera Sans, Century Gothic, Avant Grade,* and others [5].

c. *Script*

Script is usually similar to handwriting style, resembling the shape of a pen stroke. The impression in this letter is not stiff, and flexible. Suitable in logo design, greeting cards that rely on aesthetics. For example, *Brush Scripts, Script Fonts, Comic Sans, Great Vibes,* and so on [9].

d. *Display*

Display Letters, these letters are there to attract attention and strengthen the message in the design. With its interesting and unique writing style. Making this letter suitable for *headers,* titles or leading to text designs that you want to highlight. Display letters can be applied in various themes and styles, from classic to futuristic elements. Examples of famous display letters are *Impact, Lobster,* and *Bebas Neue,* and others.

e. Monospace

Monospaced letters have the characteristic that the characters in this letter have the same width, giving a neat and neat impression regular. Letter This often found And used in *coding,* or usually in a movie *script* , where it makes it easier for characters to read *the script* using this font . *Monospace* fonts also give a retro or futuristic feel depending on their placement. Example font *monospace* , namely, *Courier New, Consolas, Monaco,* etc.

3.2.2. Ilustration

Illustrations in visual communication design are divided into 2 (two), namely illustrations produced by hand or drawings and illustrations produced by camera or photography. [3] The illustrations referred to here are hand-made without using a camera that are produced from creativity and flexibility. Illustrations are indirectly used to influence the mindset of the audience who sees in the development of ideas or opinions [8].

Illustrations have several roles such as;

a. Illustration as a means of information

It is called a means of information because the media has a delivery function, the information that is conveyed will be easier to convey through visual language or visually.

b. Illustration as a means of opinion

Illustrations are useful in conveying opinions so that they are easier to understand by including illustrations in editorials.

c. Illustration as a means of storytelling

Telling certain conditions or situations, here the illustration functions to provide an understanding of an object to the audience, whether they can read or not.

d. Illustration as a medium of persuasion

Illustrations often appear in the commercial field of advertising, as well as product campaigns to build the image of a particular product or company.

e. Illustration as a means of identity

Can introduce a vision, mission of a particular product or company according to its objectives.

f. Illustration as a design tool

The role of illustration as communication, the relationship between design and illustration has the same goals and concepts in its visual understanding [8].

3.2.3. Color

Color is an important factor in design, because each color has its own properties and characteristics. There are 3 types, the first type consists of basic colors, namely basic colors that are not mixed with other colors such as red, blue, yellow. The second type of color involves secondary colors. Secondary colors are a mixture of primary colors with a ratio of 1: to 1, such as mixing red and yellow to produce orange, blue and yellow make green, red and blue make purple. Types of colors The third is tertiary colors. Tertiary colors consist of a combination of primary and secondary colors, such as brown which is a mixture of red, yellow, and blue. In color, there are 3 aspects that influence one color, namely color properties, color intensity and color value which is the level of brightness and density of a color. There are meanings of colors that can be understood as follows:

a. Red means a character who is very careful, enthusiastic, spicy or dangerous.

b. Green, means life, calm and freshness.

c. Yellow means friendship, cheerfulness and happiness.

d. Blue means seriousness and loyalty.

e. Pink, means something soft.

f. White means holy, simple, clean and luxurious.

g. Black, means a confident, elegant, mysterious and dramatic nature.

h. Gray, means Seriousness, Responsibility, Independence, Gentleness, Respect, Neutral behavior, Stability, Compromise, Control

These elements will help build a visual communication design that works better and can be used as a tool to convey information contained in the design. Visual communication design, especially posters, is widely used to voice opinions and one of them is also as a tool to convey messages of preaching. Currently, there are many media that can be used to convey messages of preaching, one of which is through visual communication design in the form of poster design supported by the principles of its elements.

Visual communication design is a part of applied art that studies the planning and design of various forms of visual communication information. The creative journey begins with finding and recognizing visual communication problems, searching for verbal and visual data, compiling creative concepts based on the characteristics of the target audience, to the final design visualization to support the achievement of functional, persuasive, artistic, aesthetic and visual verbal communication. communicative. (Ni'mah 2016)

3.3. Visual Communication

The word or term communication comes from Latin, com- municatio which means sharing or belonging together. According to the dictionary, communication refers to an effort aimed at achieving togetherness. According to Harold Lasswell, communication on basically is the process that explains who says what through what channel to whom and with consequence What. So communication is process delivery message from sender message (communicator) to the message recipient (communicator) through certain media and creates effect or impact.

3.4. Visual Communication Preaching

In this ever-evolving era, it is good for us to also utilize the era for positive activities, especially preaching. Preaching is a method to change a condition of the people towards a better direction. Preaching itself literally means calling. Namely, referring to the act of conveying or spreading messages in Islam, in order to invite people to be able to understand, embrace and follow the teachings taught.

One of the manifestations of Islamic art in the current era is the media of da'wah in visual form. Visual communication da'wah is defined as an activity carried out to convey information or messages that invite wrongdoing in accordance with the guidelines in the

Qur'an and as-Sunnah, by utilizing visual communication media. Visual communication media used such as advertisements, posters, billboards, and others. One form of visual communication da'wah that is currently trending is posters.

A poster or placard is a work of art or graphic design that contains a composition of images and letters on large paper. Its application with pasted on the wall or surface flat others with the nature of seeking the strongest possible attention. Therefore, posters are usually made with contrasting and strong colors. Posters Can become means advertising, education, propaganda, socialization and decoration. [12] Da'wah has now also developed into digital media, using visual communication media methods as a field for spreading Islamic teachings, the aim of which is to invite or convey messages to do something good and avoid all evil. Currently, visual communication design works in the form of posters are widely published through online media and various other social media. With the existence of social media, works with goals and meanings such as conveying da'wah will have a wider reach.

3.5. Social media

Fan and Gordon stated that the era of communication and information technology was coming power Which very big to public. According to Swati (2010), technology information and communication is tool Which capable change And influence all over aspect human life today. Forouzan and Fegan (2003) also believe that technology today is not only used to facilitate human work, but technology has also influenced the way humans communicate. The use of technology in communication has been used widely and the communication process applies not only to humans, but also to communication between humans and machines (technology) and also between technology and technology.

Media is an important factor in today's communication process and media is also an intermediary. communication Islam as channel for convey idea, And da'wah. Da'wah through social media is said to be quite effective because it is not limited by time, place, circumstances and situations. (Noradilah, Najmi, and Mohd Sani 2019)Basically, with social media, users can carry out various two-way activities in various forms of exchange, and get to know each other in the form of visual or audio-visual writing. Like Instagram social media which has a high existence among the community. *Platform* This media is managed by Mark Zuckerberg, Founder of Facebook, which is a media Which

used For share images And video. Instagram own interesting and varied features, such as sharing information via social media accounts each- each.

Through social media Instagram, the audience can capture various messages, especially preaching messages in a poster work and the process of interpretation can be seen from the visual language displayed by the poster. Knowing that posters are identical to graphics, the selection of images, symbols, and coloring greatly influences the effectiveness of visual communication that takes place through the poster. There are times when it is possible for communicators and communicants to find the right elements to represent what they want to convey through the signs in the poster. When you want to understand a poster, the science of interpretation is needed and the science of interpretation is known as semiotics. Semiotics can help in understanding the meaning in signs. The visual language on posters can be studied using a sign system or the scalpel of semiotic theory popularized by Roland Bartes.

3.6. Roland Bartes' Semiotics

Semiotics is a science that discusses sign systems. One of them is One figure thinker semiotics that is Roland Barthes. Roland Barthes is the successor thinking Saussure. Matter the can be proven from theory semiotics Barthes almost in a way literally lowered from theory language. [14] Roland Bartes continued the development of Saussure's semiotic theory which states that semiotics has two parts, namely the signifier and the signified. Roland Bartes' semiotic theory sees signs as being able to be interpreted using 3 elements, namely denotation, connotation and myth.

Denotation is meaning literally or meaning Actually is meaning Which arrested by five senses man. Connotation is levels second Which bring up meaning implicit or meaning No Certain Which Lots associated with psychological, feeling, belief. Myth is a language or meaning Which appear different consequence influence socio-cultural life and existing views in surrounding area.

The poster upload about All Eyes On Rafah was published on May 12, 2024, the upload has 223 likes from the public audience of Instagram social media users. All Eyes On Rafah had become a trending topic on Instagram social media, this happened because of seeing the conditions of Muslims in Palestine who were experiencing a ceasefire and bombardment from Israeli Jewish citizens. So that both Muslim and non-Muslim communities made an appeal in the form of a hashtag or poster #AllEyesOn-Rafah as a form of support for Palestinian citizens. The design format used on the All

Visual Communication Design as a Media for Preaching for the Punk Hijrah Community

Visual Communication Design ALL EYES ON RAFAH

Figure 2: All Eyes On Rafah Uploaded Poster. **Source:** https://www.instagram.com/p/C7IQhcgSywc/.

Eyes On Rafah poster is an illustration format that contains a message of invitation, a call for goodness to all humans to see and help their fellow human beings in Rafah, Palestine. Indeed, human rights are rights that must be possessed by every human being living on earth, without categorizing them by nation, tribe or religion. The caption on the All Eyes On Rafah poster upload is as follows:

"There is no safe place for Palestinians anymore"

Palestinians who fled to Rafah were forced to move again after the Zionists-Israel issued an evacuation order. The UN estimates that more than 300 thousand people evacuated. Al Jazeera reported that the Zionists-Israel military continued to expand its invasion operation, carrying out airstrikes and intensive bombing starting from the center and south-central Rafah City near the Kuwait Hospital. This latest evacuation order has left Palestinians in new uncertainty. They do not know where to go, especially after evidence emerged that the "safe zone" established by the Zionists-Israel military was not safe at all, many people were eventually killed in the area designated as the "safe zone".

"They asked us to leave 3 times, They sent evacuation orders to the entire area. What should we do here? Do we wait until we all die in piles? So we decided it was better to leave, We left because we were afraid and forced. We went to an unknown place and there is no safe place anymore, all places are not safe," said a Palestinian

resident in Rafah (Caption of visual communication design on punkhijrah's Instagram). The elements of visual communication design used in the poster if analyzed using Roland Barthes' semiotics are as follows:

TABLE 1: Semiotic analysis of visual communication design on the All Eyes On Rafah.

Elemen	Marker	Sign	Myth
Typography	The main text in the visual communication design of the poster reads ALL EYES ON RAFAH	The call ALL EYES ON RAFAH is meant as a request for many people not to look away from what is happening in the city of Rafah.	The slogan ALL EYES ON RAFAH went viral after an Israeli airstrike and fire broke out in a Palestinian refugee camp in Rafah City, southern Gaza,
Illustration	Showing some eyes and the destruction of buildings	Deadly incident in Rafah	The attacks that occurred caused widespread sadness for both Muslims and non-Muslims who spoke out for Human Rights (HAM).
Color	The background is black while other ornaments such as buildings, eyes and Ctypography are white.	Black, means a confident, elegant, mysterious and dramatic nature. White means holy, simple, clean and luxurious.	The situation in Rafah is very dramatic, because countless Palestinians have died as a result of attacks by Israeli Jews. The destruction of buildings that were Palestinian settlements made the area holy and clean, scented by the martyrs who died as martyrs.

Explanation of the visual communication design elements of All Eyes On Rafah:

a. Typography

Monospace typography which has a characteristic where the characters in the letters have the same width which gives a neat and orderly impression. *Monospace typography* also gives a retro or futuristic feel. The typography on the poster is only found in the title of the poster, namely "ALL EYES ON RAFAH" there is no other typography as a support in the poster. The large typography size and the position of the typography in the middle of the poster, make this writing the main *headline* that can be seen clearly and is easier to convey to the reader. The *headline* means that 'All Eyes are on Rafah'. This expression is a call to the world community to pay attention to the attack on Rafah in Gaza, Palestine. The sentence 'ALL EYES ON Rafah' is used on social media to draw public attention to the atrocities that occurred.

b. Illustration

The illustration used in the visual communication design in the form of the ALL EYES ON RAFAH poster uses two combinations of illustrations, the first is an illustration produced by hand or a picture resulting from the creativity and flexibility of the designer of the Instagram account @punkhijrah. Illustrations as a design medium can be seen from the background of the poster in the form of a black and white building that has been destroyed, as well as the eye part that is clearly visible above the typography and illustration of the building. Then the second illustration is the result of a camera or photography, can be seen from the background of the building which was originally the result of photography. Illustrations in addition to being a means of design, illustrations are also a means of telling stories to tell some conditions or situations. In addition, the ALL EYES ON RAFAH illustration poster is also a media of persuasion and campaign to the public to care about what happened in Rafah, Palestine.

c. Color

Color is an important factor in visual communication design, because each color has its own properties and characteristics. Through color, visual communication design can convey messages in the form of feelings and atmosphere. The combination of black and white produces a minimalist visual communication design, comfortable to look at, and timeless. White will look contrasting and bold when combined with black. The black color seen from the ALL EYES ON RAFAH poster illustration is more dominant than white, black is traditionally a negative color especially in the Western World. Black is usually associated with evil, death, sadness and misfortune. Through the visual communication design of the ALL EYES ON RAFAH poster, the choice of black can represent that very dramatic sadness and misfortune are happening in Rafah, Palestine.

While the white color symbolizes comfort, openness, purity, and holiness. In the visual communication design of ALL EYES ON RAFAH, the white color balances the black color, representing that the destroyed buildings and the honest eyes in the white illustration indicate that comfort has been destroyed, only the ruins of buildings in Rafah, Palestine remain, the white illustration color also in the visual communication design of ALL EYES ON RAFAH represents that the destruction of these buildings becomes holy and pure, fragrant by the death of the martyrs and Palestinian citizens who fought to defend their lives and their religion and country.

Visual Communication Design of the 5 TIME PRAYER
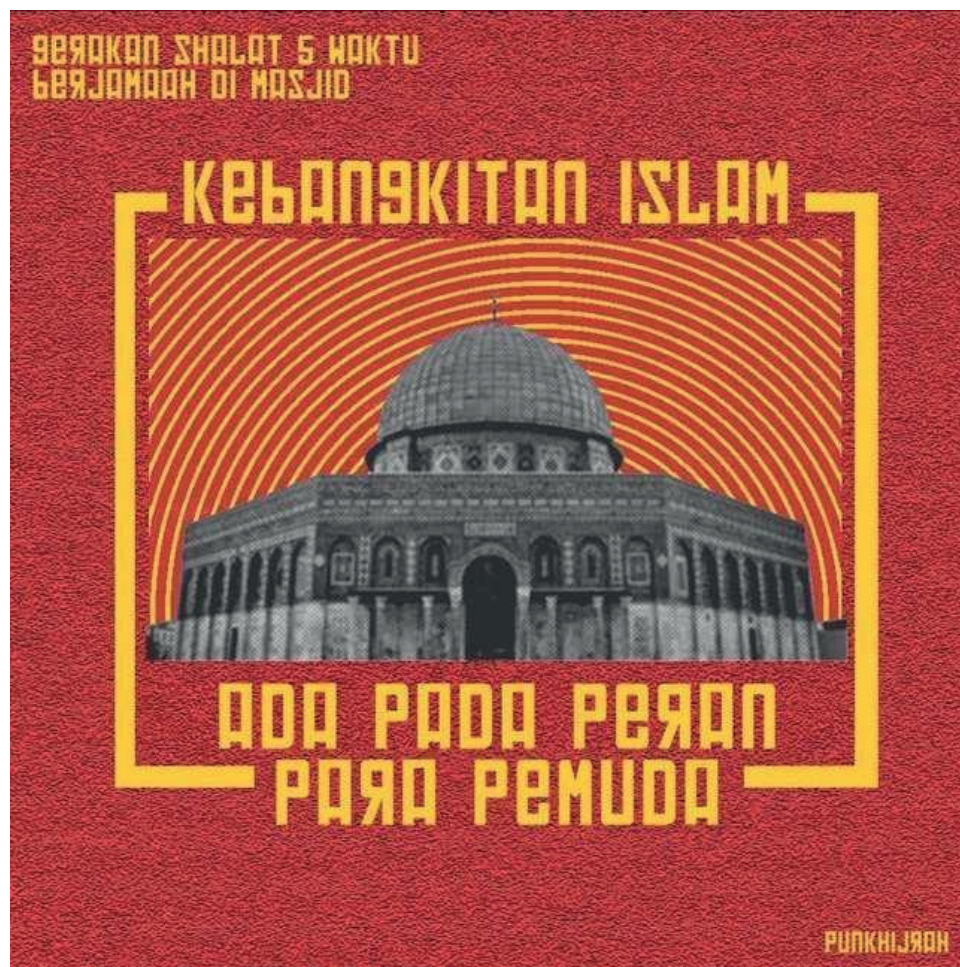MOVEMENT IN CONGREGATION IN THE MOSQUE

Figure 3: Uploaded Poster of the 5 Daily Prayer Movement in the Mosque. **Source:**
https://www.instagram.com/p/BZiqL5xHG5s/.

Poster upload about the 5 TIME PRAYER MOVEMENT IN CONGREGATION IN MOSQUES with the slogan "The Awakening of Islam is in the Role of Youth" was published on September 27, 2017, the upload has 103 likes from the public audience of Instagram social media users. The 5 time prayer movement in mosques is intended to increase the enthusiasm of the Muslim community to encourage congregational prayer. Muslims are certainly familiar with the command from Allah that is carried out every day, namely prayer. Prayer is one of the obligatory worships for every Muslim, and if left alone, then they will get sin. By performing worship, it becomes a way to get closer and be pious to Allah SWT.

If we are used to performing prayer, then we will not feel burdened because of prayer. "The awakening of Islam is in the role of youth" means that it is time for Muslim youth to realize that on their shoulders is placed the mandate to lead the people and build the

country. The quality of today's youth who are filled with faith, obedience, and courage to amar makruf nahi mungkar, will brighten the future of this nation. The poor condition of today's youth, the bleak fate of the nation in the future.Therefore, young Muslims must be confident with their identity as Muslims. Therefore, to be able to balance this, start from the most crucial thing, namely the 5 daily prayers. The design format used on the poster is an illustration format that contains a message of invitation, a call for goodness to all humans, especially Muslims, to move together to establish and carry out the 5 daily prayers in congregation in the mosque.

The caption on the poster upload of the 5 TIME PRAYER MOVEMENT IN CONGREGATION IN MOSQUES is as follows:

The movement of praying 5 times a day in congregation at the mosque.

A person who walks to the mosque, for each step he takes, will be given a reward, one sin will be erased, and raised one degree by Allah SWT.

(Ibn Majah: 277, Muslim: 1068 and 1065).

People who wait for prayer in the mosque are rewarded as if they were praying (Bukhari: 611)

There are seven groups that will be shaded in the future. And one of them is a person whose heart is connected to the mosque. A young man whose heart is tied to the mosque, is the person who will receive protection from Allah in the apocalypse. (Al-Bukhor: 620)

Indeed, the angels give prayers to those who are in the first row." (HR. Ibnu Hibban no. 2157)

A person who performs the dawn prayer in congregation will receive a reward 119 times greater than praying alone. (Muslim: 1049).

A person who performs the Isha prayer in congregation will receive a reward 59 times greater. (Muslim:1038)

If we perform the Dhuhr prayer in congregation, the Asr prayer in congregation, and the Maghrib prayer in congregation, each prayer is multiplied 27 times if we perform it as a congregation (Muslim: 1038)

.

When we are sick and cannot go to the mosque (we go to the mosque every day). When we do not go to the mosque and pray at home, we will get the same reward as when praying at the mosque. (Abu Daud: 2687)

.

There is no prayer more difficult for the hypocrites than the morning and evening prayers. If they knew the value contained in these two prayers, they would come to them even if they had to crawl.

(Al-Bukhari:617)

.

"If the imam says "Ghoiril maghdhubi 'alaihim waladhdholliin", then say amen, because indeed whoever says amen together with the words of the angels will have his past sins forgiven."

.

In another hadith the Prophet said: "Whoever performs ablution for prayer and perfects his ablution, then walks to perform the prayer, and he prays with people or in congregation or in the mosque, then Allah will forgive his sins."

And there are many more advantages of praying in congregation at the mosque. So, are you sure you still don't want to pray in congregation at the mosque??

*(*Visual communication design caption on punkhijrah's Instagram*)*.

The visual communication design elements used in the poster, if analyzed using Roland Barthes' semiotics, are as follows:

Explanation of the visual communication design elements of the 5 TIME PRAYER MOVEMENT IN CONGREGATION IN THE MOSQUE:

a. Typography

The poster of the 5 TIME PRAYER MOVEMENT IN CONGREGATION IN THE MOSQUE and the slogan THE REVIVAL OF ISLAM IS IN THE ROLE OF YOUTH use *display type typography* . *Display typography* attracts attention and strengthens the message in the design. With its interesting and unique writing style, this font is suitable for *headers,* titles or leading to text designs that you want to highlight. Display fonts can be applied in various themes and styles, from classic to futuristic elements. The typography size of the slogan THE REVIVAL OF ISLAM IS IN THE ROLE OF YOUTH is in the middle of the poster, making the sentence clearly visible and easier to read by the public. While the main headline of the typography of the 5 TIME PRAYER MOVEMENT IN CONGREGATION IN THE MOSQUE has a medium size in the upper left corner. This is so that readers see the slogan first, because people find it easier to remember slogans than the main message conveyed.

TABLE 2: Semiotic analysis of visual communication design on the poster of the 5 daily congregational prayer movement in the mosque.

Element	Marker	Sign	Myth
Typography	The main text in the visual communication design in the form of a poster reads: MOVEMENT OF PRAYING 5 TIMELY IN CONGREGATION IN THE MOSQUE The slogan THE REVIVAL OF ISLAM IS IN THE ROLE OF THE YOUTH	The call for the 5 TIME PRAYER MOVEMENT IN CONGREGATION IN MOSQUES is intended as an invitation to Muslims to perform congregational prayers in mosques. The young generation of Muslims has an important role in realizing a civil society.	When performing prayers, it is best to do them in congregation at the mosque, because praying in congregation at the mosque has a reward 27 degrees greater than praying alone and every step towards the mosque also has a reward. Youth as the successors of Islam have an important role in studying and knowing Islamic religious knowledge. In addition, youth also have a role as agents of change in society, starting from performing the 5 daily congregational prayers in the mosque.
Illustration	Showing the building of the Al-Aqsa mosque. In the background of the Al-Aqsa mosque there is a sign of buzzing sound	Mosque as a place of worship for congregational prayers The sound of the call to prayer emanating from the mosque	Al-Aqsa Mosque or Baitul Maqdis is the first Qibla for Muslims. The Adhan is a call or appeal to Muslims that it is time to enter the prayer time.
Color	The background is red while the typography is yellow and the illustrations are gray	Red means a character who is very careful, enthusiastic, spicy or dangerous. Yellow means friendship, cheerfulness and happiness. Grey Seriousness, Responsibility, Independence, Gentleness, Respect, Neutral behavior, Stability, Compromise, Control	The invitation to congregational prayer is an enthusiastic invitation to Muslims accompanied by the chanting of the call to prayer which brings happiness to every human being to worship Allah SWT to fulfill their responsibilities as creatures of His creation.

After the slogan is conveyed clearly, the main headline takes the role of providing treatment that to realize the slogan THE REVIVAL OF ISLAM IS IN THE ROLE OF THE YOUTH, namely starting with the MOVEMENT OF PRAYING 5 TIME IN CONGREGATION IN THE MOSQUE.

b. Illustration

Illustrations in visual communication design in the form of posters of the 5 TIME PRAYER MOVEMENT IN CONGREGATION IN THE MOSQUE use 2 combinations

of illustrations, the first illustration from the camera or photography, can be seen from the main object of the Al-Aqsa Mosque as a point of view. Then the second illustration produced by hand or images resulting from the creativity and flexibility of the designer of the Instagram account @punkhijrah, the illustration can be seen as a circle like a hum of sound emanating from the direction of the Al-Aqsa Mosque object in the poster design. The illustration poster of the 5 TIME PRAYER MOVEMENT IN CONGREGATION IN THE MOSQUE is said to be a means of information because it has a function as a channel for information that is channeled will be easier to convey through visual language or visually. In addition to being a means of information, it is also a means of persuasion, the role of illustration as a means of persuasion cannot be considered trivial, because the public will be interested if the content is packaged attractively to build shared awareness to perform congregational prayers in the mosque.

c. Color

In visual communication design, choosing attractive and contrasting colors can help strengthen the message and differentiate the design from others. Because by giving color to a design in the form of a poster will affect the perception of emotional reactions, guide attention, attract attention to captivate, have the ability to activate the emotions of the audience, as a form of identity, and the use of appropriate and attractive colors can make information easier to understand so that the public who sees it will be impressed.

The red color seen from the poster illustration of the 5 TIME PRAYER MOVEMENT IN CONGREGATION IN THE MOSQUE is more dominant than the other two colors, namely yellow and gray. The red color symbolizes enthusiasm, especially in the context of Indonesian society. Through the visual communication design of the poster 5 TIME PRAYER MOVEMENT IN CONGREGATION IN THE MOSQUE, the choice of red is very appropriate to represent the enthusiasm of congregational prayer in the mosque can strengthen the relationship with Allah and His Messenger. Every step towards the mosque can increase spiritual status, eliminate sins, and get closer to Allah.

Next, the yellow color symbolizes happiness and cheerfulness. In the visual communication design of the 5 TIME PRAYER MOVEMENT IN CONGREGATION IN THE MOSQUE, the yellow color becomes the typography color and the sound of the call to prayer emanating from the illustration of the mosque. Representing that the call to prayer is the time for Muslims to finish or stop their worldly work to immediately fulfill the

divine call to perform the prayer that will make them happy and calm, because through the call to prayer, Muslims are reminded to stop all their busy activities to re-strengthen their relationship with Allah SWT.

While the gray color has the meaning of responsibility. In the visual communication design of the 5 TIME PRAYER MOVEMENT IN CONGREGATION IN THE MOSQUE, the use of gray becomes a separate point of view with the object of the Al-Aqsa Mosque. Representing that the mosque as the center of the place of worship for Muslims is a place where they prostrate or serve themselves to the Creator Allah SWT to establish prayer, fulfill His call and fulfill the responsibility as His creation, by carrying out the responsibility of prayer in the mosque, it means prospering the place of worship which is a noble deed.

PUNK MUSLIM Visual Communication Design

Figure 4: MUSLIM PUNK Upload Poster. **Source:** https://www.instagram.com/p/CFMval_nUgV/.

The poster upload about MUSLIM PUNK with the slogan "No matter how dirty your past is, Allah will definitely accept your repentance" was published on September 16, 2020, the upload has 643 likes from the public using Instagram social media.

Punk Hijrah or Punk Muslim is a community of punk kids who are trying to carry out a project of restoring faith and piety in the urban punk subculture environment which has so far been identical with a permissive, hedonistic, bohemian and anarchist lifestyle. Unlike the punk subculture in general which often articulates anti-religious slogans, Punk Muslim actually uses punk music as a medium of preaching and a vehicle to strengthen Islamic identity. Moreover, for street punk kids who are members of the Punk Muslim community, punk music has become a gateway to experience what can be called a process of 'rebirth as Muslims'. This leap of faith has in turn transformed the rhythm of their lives in a direction that seems more positive.

"No matter how dirty your past is, Allah will definitely accept your repentance" Every human being is born pure, all are born with goodness. However, the journey of life can make him wrong and fall into a black hole. Migrating to a better path is not as easy as turning the palm of your hand. There are many obstacles and barriers that must be passed. However, all can be passed, returning again because there is an intention. However, there is always a way to go home or return to the path of goodness, no matter how bad the deeds that have been done.

The design format used on the poster is an illustration format that contains a message of invitation, a call for goodness to all humans, not just punk kids who want to migrate, but a warning of an invitation to goodness to be better as Muslims. The caption on the PUNK MUSLIM poster upload is as follows:

shark eats tomato

you better repent

while there's still time

before it's too late

rather than regretting it in the afterlife.

The visual communication design elements used in the poster, if analyzed using Roland Barthes' semiotics, are as follows:

Explanation of the visual communication design elements of PUNK MUSLIM:

a. Typography

TABLE 3: Semiotic analysis of visual communication design on the PUNK MUSLIM poster.

Element	Marker	Sign	Myth
Typography	Main text In the visual communication design in the form of a poster, it says PUNK MUSLIM Slogan NO MATTER HOW DIRTY YOUR PAST IS, GOD WILL CERTAINLY ACCEPT YOUR REPENTANCE	PUNK MUSLIM is intended as a community inhabited by former punk kids who have migrated to a better direction. The door to repentance is open for anyone to repent with true repentance	Every human being has a turning point in his life where guidance comes to change him If the breath is still there, it is a sign that there is still an opportunity to repent. If someone feels dirty, has had many immoralities and sins, that is a sign that they are being ordered to cleanse themselves and repent.
Illustration	Showing an illustration of a punk kid Background of slum building	Punk kids have a shabby appearance, hair standing up or a mohawk and holes in their ears due to large circular piercings in the ear area. Punk consists of a group of people who want to escape from their abilities and experience life on the streets.	Punk kids are a group of teenagers who are experiencing economic problems, family problems, frustration with state management, and freedom to express inspiration and expression. It is important to remember that each individual has a unique life journey, and we cannot always fully understand a person's choices without taking a deeper look at their background and life experiences. Society needs to raise awareness, empathy, and support efforts to help those in need improve their quality of life.
Color	The background is gray and black, then the typography and illustrations are white	Grey means Seriousness, Responsibility, Independence, Gentleness, Respect, Neutral behavior, Stability, Compromise, Control Black, means a confident, elegant, mysterious and dramatic nature. White means holy, simple, clean and luxurious.	Punkhijrah's invitation to return to the right path with seriousness in leaving mysterious things in her life journey to return to normal as a social creature on earth, namely by carrying out worship so that she becomes clean and holy again.

script typography . *Script* typography is usually almost the same as handwriting style, resembling pen strokes. The impression in this letter is not rigid, and flexible. The use of this letter is usually also in making comic illustrations or others, this letter is also suitable in logo design, greeting cards that rely on aesthetics. The main

headline of the PUNK MUSLIM typography has a large typography size and the position of the typography is at the top of the poster, making this writing the main *headline* that can be seen clearly and is easier to convey to readers. The 'PUNK MUSLIM' typography is used on social media to attract public attention to and remove the stigma of society that the word PUNK is not only identical to chaos, but some of the PUNK members have changed towards the path of goodness, namely migrating to become fully Muslim.

Meanwhile, the typographic slogan NO MATTER HOW DIRTY YOUR PAST IS GOD WILL CERTAINLY ACCEPT YOUR REPENTANCE has a medium size in the lower left corner. This is so that readers see the headline first to get a point of view, then see the illustration and then are directed to see the slogan. People like posters that have slogans rather than just headlines, because people find it easier to remember the slogan on the poster.

b. Illustration

Illustrations in visual communication design in the form of PUNK MUSLIM posters are produced by hand or images resulting from the creativity and flexibility of the designer of the Instagram account @punkhijrah, the illustration can be seen in the presence of objects representing punk children with a dirty illustration background. The PUNK MUSLIM poster is categorized as an information illustration because it functions as a channel for information that can be channeled through visual language. In addition to being a means of information, it is also a means of persuasion, the role of illustration as a means of persuasion can be seen from the objects and typography which are strong points in the PUNK ISLAM illustration. The illustration is designed as attractively as possible so that it can unite the words PUNK and ISLAM, which are very contradictory in terms of language.

c. Color

In visual communication design, choosing attractive and contrasting colors can help strengthen the message and differentiate the design from others. Because by giving color to a design in the form of a poster will affect the perception of emotional reactions, guide attention, attract attention to captivate, have the ability to activate the emotions of the audience, as a form of identity, and the use of appropriate and attractive colors can make information easier to understand so that the public who sees it will be impressed.

The white color seen from the PUNK MUSLIM poster illustration is very dominant compared to black and gray. Through the visual communication design of the PUNK MUSLIM poster, the choice of white is a balancing color between the other two colors, to represent that punk children who truly migrate return in a state of purity of body and soul, even though their physical condition is covered in tattoos and also holes in their ears due to piercings and hair that has been changed to a mohawk. Slowly but surely they will improve their appearance, balancing their hearts and minds that return to the right path. While the gray and black colors in the background of the illustration represent that the past of punk children before migration was full of chaos and mystery far from Allah SWT, a life that was not calm, raging and against the norms of Islamic law.

4. Conclusion

The visual communication design used as a media for preaching by the punk hijrah community in the digital era has a deep meaning and has elements of visual communication including typography, illustration and color elements on each punk hijrah poster that has been published on Instagram social media. The visual communication design in the form of a poster has its own meanings, which if taken as a point, the conclusion is that the meaning invites, warns fellow Muslims to do or increase good deeds. This is also reinforced by the presence of illustrations presented with a combination of colors to strengthen the delivery of the preaching message on the poster. The selection of headlines, the selection of slogans and also illustrations are interesting factors in the visual communication design used by punk hijrah.

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