

## **PATRICK STAR AS A MODERN ISLAMIC DA'WAH MEDIUM IN THE PERSPECTIVE OF GEN Z MUSLIM MEN AND WOMEN**

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**Abstract:** This study examined the use of Patrick Star memes as a modern tool for Islamic da'wah, focusing on their effectiveness and reception among Generation Z Muslim men and women in Indonesia. The research surveyed social media users on platforms like Instagram, TikTok, and Pinterest, investigating whether memes could effectively convey religious values. Findings revealed that 40% of respondents believed the memes could enhance religious awareness, while 60% saw them as mere entertainment. The study concluded that while memes might not be the primary method for religious education, they could spark discussions on Islamic values, provided the message was clear and serious despite the humor.

### **INTRODUCTION**

Social media has now become the primary platform for young people to share information, build interactions, and consume religious content (Al-Zaman, 2022). As noted by Khairil Anwar and Surawan (2024), have become powerful vehicles for disseminating religious messages due to their ability to reach vast and diverse audiences. Memes have become an effective visual communication tool, combining elements of humor and moral messages to convey religious values to the younger generation (Wardani, 2021; Brubaker et al., 2017). Social media platforms such as YouTube, Instagram, and TikTok have been identified as essential tools to reach Generation Z. These platforms allow the use of engaging content formats, such as videos and interactive posts, which are more suitable for their digital-native characteristics (Choirin et al., 2024). This generation, known as active social media users, tends to be more responsive to creative content that is relevant to their daily lives (Hopid et al., 2023). Briandana et.al. (2020) explain that the use of social media has changed the practice of da'wah, enabling diverse communication methods that suit the interests and habits of young audiences. This includes

using various digital formats to increase engagement and understanding. Kaisar Ahmad Al Jauhari et.al. (2023) discuss the phenomenon of using memes as a means of conveying religious messages, especially in the context of Islamic da'wah. These memes are often used to convey da'wah messages in a humorous, contextual, and light manner, thus being able to attract the attention of social media users. As a form of digital communication, memes have the potential to instill Islamic values with a more modern and relevant approach, making da'wah more inclusive and effective in reaching a wider audience (Syahridawaty & Zuhri, 2019).

In this context, the use of memes is not merely entertainment, but also an effective educational and da'wah tool to reach the hearts of young Muslim men and women who are often difficult to reach with conventional approaches (Husnah, 2020). With its characteristics of combining humor and moral messages, memes have great potential to reach Generation Z, who are more responsive to entertainment-based and visual content approaches (Assof & Dyatmika, 2021). In this article, the author highlights how memes, as a product of digital culture, are able to reach Generation Z through social media platforms with a relaxed approach yet still containing deep religious messages. Memes like the character Patrick Star from the SpongeBob SquarePants series are used to create humor while inserting Islamic messages. This approach is relevant considering the high level of engagement of young people with social media and memes as a form of digital expression (Wisnusyiah et al., 2020; Pratamanti et al., 2021). As explained by Ayo-Obiremi and Adelabu (2020), today's digital audience is no longer passive; they are active consumers who can utilize media as a means of useful expression and communication. In this context, memes play a role as part of a digital collectivity that can shape religious and social identities (Bhatia, 2021).

As a means of da'wah, the use of memes offers a unique way of conveying messages. The memes circulating in this case often contained symbols, satire, or sarcasm aimed at influencing public opinion.(Malik, 2018). Dhiya Afifah Maulida, Marlia, and Najwa Annisa (2023) in their research revealed that da'wah content on social media has great potential to motivate and influence the psyche of Generation Z in understanding Islam. This is reinforced by the research of Wiranthy Nur Syawitri and Shobah Shofariyani Iryanti (2024), which emphasizes the importance of using media such as TikTok to convey Islamic messages in a way that is relevant and easily understood by the younger generation. In addition, Salsabila Nuha Aini et.al. (2024) also stated that TikTok has become an effective space for delivering da'wah, although challenges such as miscommunication still need to be addressed.

Previous research has shown that Islamic memes serve not only as entertainment but also as effective instruments of da'wah. These memes combine text and images to convey moral messages in a light yet meaningful way (Sunaryanto & Syamsuri, 2022). Young people, especially those who are tech-savvy, are more responsive to content presented in this format as it aligns with their fast-paced, entertainment-based information consumption patterns (Haden Church & Feller, 2020). Gainous et al. (2020) highlight the importance of creative approaches in using social media to shape people's attitudes and behaviors towards specific issues. The active or passive interaction with media content can influence the acceptance of da'wah messages, so formats like memes can be an effective medium for communicating Islamic values to Generation Z. However, challenges arise regarding the potential distortion of messages or the desecration of sacred values that can occur in the use of memes as a medium of da'wah (Nurdin et al., 2021). In this context, Patrick Star becomes a unique tool used by content creators to package da'wah in a way that is more relevant to young people. This phenomenon reflects how social media has become the primary platform for transforming the way da'wah is conducted, from its previously formal nature to a more casual and interactive one (Pratamanti et al., 2021; Wisnusyiah et al., 2020).

However, the use of memes in da'wah also poses challenges. On the one hand, memes have the potential to eliminate the impression of religious exclusivity, but on the other hand, they can blur the sacred values of the message being conveyed (Sunaryanto & Syamsuri, 2022). However, research on the effectiveness of memes as a means of da'wah is still limited, especially those focused on young Muslim generations. Previous research has tended to explore the use of social media in general for da'wah (Akmaliah, 2020; Al-Zaman, 2022), while studies that specifically examine the role of memes in conveying Islamic values to Generation Z are still rare (Assof & Dyatmika, 2021). In addition, challenges related to the potential misuse of memes to convey messages that are inconsistent with the sacred values of Islam also require more attention (Sunaryanto & Syamsuri, 2022). Therefore, this study aims to explore the role of Patrick Star memes as a modern Islamic da'wah tool from the perspective of Gen Z Muslim men and women, highlighting how this medium can strengthen or even change the way they understand Islamic values.

This research fills a research gap by exploring the specific role of the "Patrick Star" character meme as a modern Islamic da'wah tool from the perspective of Gen Z Muslim men and women. With a qualitative approach and thematic analysis, this study not only highlights the potential of memes in attracting the attention of young people but also identifies the

challenges of interpreting and applying Islamic values in digital content. Furthermore, according to Blackmore (2000), memes can be seen as replications of ideas that evolve within human culture, enabling the transformation of social values through adaptation and innovation. Blackmore (1999) also emphasizes that memes function as "replicators" in cultural evolution, similar to how genes work in biological evolution. Memes compete for survival in the "meme pool," where only the most interesting, useful, or memorable memes continue to spread. In other words, the success of a meme is determined by its replicability, i.e., how often and how widely it is copied and shared. The novelty of this research lies in its focus on popular characters from popular culture as a medium of da'wah, which has not been widely studied in previous research. Thus, this study provides new insights into how digital media can be used creatively to convey religious messages to young Muslim generations.

## RESEARCH METHODS

This study employed a qualitative approach with a case study method to explore the utilization of Patrick Star memes as a modern Islamic da'wah tool among 30 Gen Z Muslim men and women aged 13-27 in Indonesia. Data was collected through in-depth interviews, social media observation, and content analysis of related memes. Interviews were conducted with 10 Gen Z Muslim respondents who actively used social media and had an understanding of Islamic da'wah. Respondents were selected using purposive sampling based on their involvement in discussions or interactions with Islamic-themed meme content. Social media observation was conducted on platforms such as Instagram, TikTok, and Pinterest to identify patterns in the use of Patrick Star memes in the context of da'wah.

The data obtained was analyzed using a thematic approach to explore respondents' understanding, perceptions, and experiences of Patrick Star memes as a medium of Islamic da'wah. This analysis involved identifying key themes such as message effectiveness, visual appeal, and the relevance of content to Islamic values. Data validity was strengthened through data triangulation from interviews, observations, and content analysis. The research results are expected to provide insights into how Gen Z Muslim men and women utilize memes as a creative form of religious communication and offer recommendations for developing modern Islamic da'wah strategies.

## RESULTS AND DISCUSSION

### The Use of Patrick Star memes as Islamic da'wah.



Image Source: *Pinterest*

Both of these memes were found on Pinterest under the account name "*Stayhalalkawan brader*" with 220 followers on Pinterest. In the left-hand meme, there is an illustration of a character from the animated series *SpongeBob SquarePants*. The fish policemen character are shown wearing a *peci* (a traditional Indonesian cap) while holding a sign that says "*Bulan Ramadhan*" (Ramadan month). On the other side, there is a devil character who looks confused and panicked, with bright red horns, depicted as being "cornered" by the presence of Ramadan. Below it, there is a quote from the Prophet Muhammad SAW: "When the month of Ramadan comes, the devils are chained, the gates of heaven are opened, and the gates of hell are closed" (HR Bukhari and Muslim).

The meme on the right shows Squidward sitting on a park bench while drinking a glass of iced tea with a relaxed expression. Above it is written: "*Okay, no one's around.*" Below it, there is a portion of the hadith of the Prophet Muhammad SAW which reads: "Then I was taken for a walk, and I was already with people who were dependent on the large veins above their heels. Their mouths were torn, and from the tears flowed blood." Then Abu Umamah asked: "Who are they, O Messenger of Allah?" The Messenger of Allah replied: "They are the people who break their fast before its time." (HR An Nasai in *Al Kubra*, its chain is authentic. See *Sifat Shaum Nabi*, p. 25).

Overall, both of these memes convey a deep message about the importance of carrying out the ibadah of Ramadan wholeheartedly. Fasting is not only a physical obligation but also a form of obedience of the heart, mind, and soul to Allah. This meme encourages Muslims to not



only comply with the outward rules of fasting but also to maintain their intentions and the quality of their fast, so that it is not wasted. In a social context, this moral message also teaches that fasting trains humans to be more disciplined, patient, and aware of the presence of Allah in every aspect of life. Trials such as thirst, hunger, and daily small temptations become a means to draw closer to Allah. Through fasting, Muslims are invited to cultivate a sense of gratitude for the blessings that Allah has given and to remember that the ultimate goal of Ramadan is to achieve the level of *taqwa* (God-consciousness).



Image Source: *Instagram*

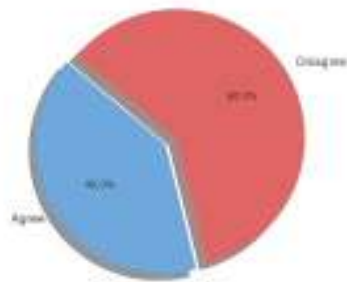
This meme was found on Instagram under the account name "netizenoninternet" with 166,000 followers. The meme received 6,227 likes. The meme features an illustration of the character Patrick Star from the animated series. In the meme, Patrick Star is depicted holding the Quran with a serious expression, as if offering something very important. In the meme, Patrick is talking to someone, saying, "*What's up, bro... You stressed... Relax bro, no need to get drunk, I have the cure,*" while showing the Quran. The main meaning of the meme is an invitation to seek solutions to problems or stress in life through a spiritual approach, namely reading and studying the Quran, rather than choosing negative escapes such as getting drunk.



The Patrick Star meme you found on *Saidtivasi*'s TikTok account, which has garnered 18.1 thousand likes and 217.4 thousand views, presents a fascinating theme of Islamic dawah. The meme discusses the topic of fate (takdir) in Islam, citing a hadith of the Prophet Muhammad stating that Allah has predetermined the fate of all creatures 50,000 years before the creation of the heavens and the earth (HR. Muslim). The meme explains that there are two types of fate: Muallaq Fate - Fate that can be changed through effort, prayer, and good deeds, as explained in Quranic verses such as Ar-Ra'd 11, An-Najm 34, and Al-A'raf 34. Mubram Fate - Fate that cannot be changed, as mentioned in Quranic verses such as Al-An'am 2, Az-Zumar 68, and AlQiyamah 39.

### **Muslim Gen Z's Perspective on Patrick Star Da'wah Memes**

Patrick Star Memes for Raising Religious Awareness



*Figure 1*

Based on the diagram presented, the survey showed that 40% of respondents agreed that Patrick Star memes could enhance religious awareness among Gen Z, while 60% of respondents stated that they disagreed. These results indicated that the majority of respondents felt that the memes were less effective in making a positive impact on religious awareness. The higher percentage of those who disagreed could be attributed to the responses of 18 participants who disagreed, citing several factors such as the perception that memes function more as entertainment media than as tools for education or spiritual reflection. Memes often used humor or satire, which might have been considered not serious by most of the audience. Additionally, the cultural context and religious background of Gen Z could have influenced how they responded to the messages conveyed through memes.

On the other hand, the 40% who agreed may have felt that Patrick Star memes could serve as a bridge to convey religious values in a relaxed and engaging way, especially for the younger generation familiar with digital formats and social media. This aligned with Surawan's studies (2020) on social media usage and religiosity in urban Muslim students support the notion

that social media can foster positive religious attitudes. Surawan found that increased engagement with faith-based digital content significantly improved students' religious attitudes, which directly correlates with the findings that 40% of participants saw memes as an avenue for promoting religious awareness. To understand this phenomenon more deeply, previous research can provide valuable insights. For example, a study by Huda et al. (2020) highlighted how digital media can be used as a tool to deliver moral and religious messages to the younger generation. However, they also noted that its effectiveness depends on how the message is conveyed and how connected the audience feels to the content. In this context, memes may require a more targeted approach to meet the expectations of the majority of respondents in enhancing religious awareness. While Anwar et al. (2024) acknowledged the potential of social media to foster religious awareness, their findings suggested that the impact was mixed, with some students seeing it as a valuable tool and others as a source of distraction. This aligns with the 60% of participants in the Patrick Star meme survey who disagreed with the effectiveness of memes in enhancing religious awareness.

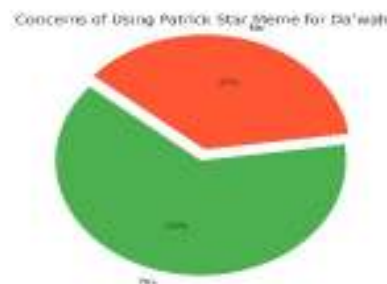


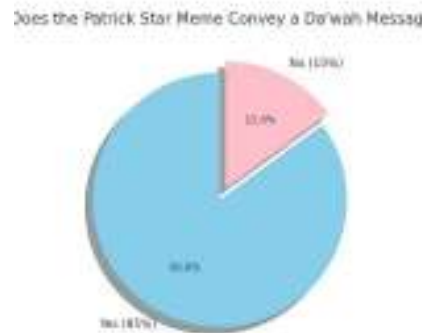
Figure 2

The diagram depicted the results of a survey on the use of the Patrick Star meme for Da'wah. Out of the 30 participants, 19 expressed support for its use, while 11 were opposed. The majority of participants, 63%, agreed with using the meme for Da'wah, as shown by the larger green section of the chart. In contrast, the remaining 37% disagreed, represented by the orange section. This simple visual representation highlighted the divide in opinion, with a clear preference for the meme's usage in promoting Da'wah. This reflected differing views on the effectiveness of memes in conveying religious messages. Some have considered memes as a relevant communication tool for the digital generation, while others perceived them as less serious or unsuitable for the context of da'wah.

According to Adriansyah Muftitama (2023), memes had various categories, including "Educative-Humor," which could be used for educational purposes within the context of digital culture. This was supported by the perspective of Shana MacDonald (2020), who emphasized



that memes created a space to deliver socially relevant messages but could lead to varying interpretations among different audience groups. Therefore, while memes could be utilized to engage with younger generations, the challenge lay in ensuring that the da'wah message was understood within its proper context and not diminished by the humor or visual aspects of the meme itself.



*Figure 3*

The pie chart showed the results of a survey that asked whether the Patrick Star meme conveyed a religious message in line with the respondents' beliefs, with 25 people answering "Yes" and 5 answering "No." This result reflected that the majority of respondents believed the meme could convey a religious message in accordance with their views. As a popular and light form of content, memes can capture the attention of social media audiences who seek entertainment, information, and education, in line with the "uses and gratifications" theory (Saputra, 2019) and audience engagement with relevant content (Stamenković, 2020). Additionally, memes conveying religious messages can serve as a form of religious expression in the digital world, in line with the phenomenon of "cyber religion" explained by Toni et al. (2021). The use of memes as a medium for religious messaging leverages digital technology to reach a broader audience, especially among social media users, making it easier for the message to spread and reach more people effectively.

## CONCLUSION

This study emphasizes that Patrick Star memes have great potential as a tool for modern Islamic da'wah, capable of reaching Gen Z Muslims with a creative and relevant approach. However, using memes as a medium for da'wah requires a well-thought-out strategy to avoid the risk of message distortion and the degradation of religious values. The success of memebased da'wah lies in the creator's ability to present content that is not only entertaining but

also deep in meaning. This research is expected to serve as a foundation for further studies exploring various digital media as effective da'wah tools in the modern era. The suggestion from this Community Service activity is that training and mentoring should be held regularly to see the results of developments every month so that you can find out whether there are still things that need to be utilized optimally.

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