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## The Role of Muslim Women as Content Creators: Building Islamic Communication Values

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### ABSTRACT

The development of communication technology has significantly transformed the way humans communicate and share information. Social media, as one of the new forms of internet-based media, has become an active platform for women, especially Muslim women, to act as users, content creators, and agents of social change. This paper examines the role of Muslim women as content creators in conveying Islamic values through social media, focusing on the analysis of Islamic communication principles applied. The study uses the TikTok account @anggi.22.4, owned by Cut Anggi, as a case study to identify how the produced content effectively communicates messages aligned with the principles of tabligh (conveying the truth), amar ma'ruf nahi munkar (encouraging good and preventing evil), and hikmah (wisdom). The findings demonstrate that a polite, simple approach rooted in Islamic values can have a positive impact on netizens, both Muslim and non-Muslim. This paper provides insights into how Muslim women as content creators can become effective agents of change through digital communication based on Islamic values, while also addressing the challenges of digital culture in the modern era.

*Islamic Communication, Content Creator, Muslim Women, Social Media, Islamic Values.*

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## INTRODUCTION

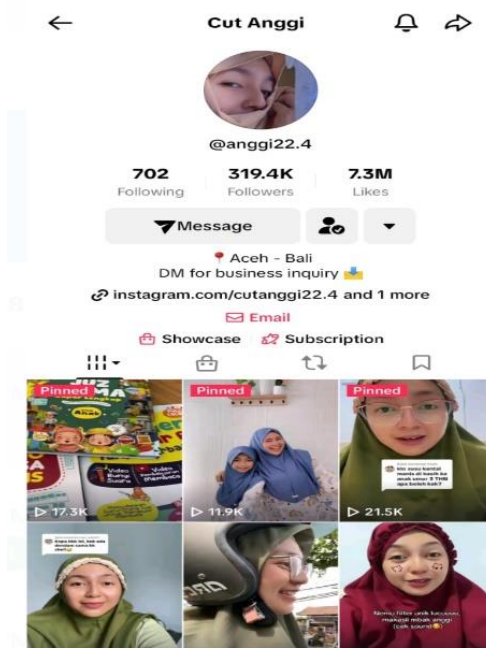
The development of communication technology has brought about significant changes in the way people communicate and convey information. This transformation has introduced the term "new media," referring to new forms of media where people tend to use digital technology to disseminate information. Social media, as one of these new internet-based media forms, currently has a large user base. According to the Indonesian Internet Service Providers Association (APJII), the number of internet users in Indonesia in 2024 is 221,563,479 out of a total population of 278,696,200 in 2023. According to APJII, compared to the previous period, this represents a 1.4% increase. Among these, female internet users make up 49.1% of the total population surveyed.

Women, particularly Muslim women, have utilized social media in various aspects of life, both as users, content creators, and agents of social change through digital media. Women are particularly inclined to engage with a variety of social media platforms to express themselves or voice their emotions and thoughts. This phenomenon not only offers new opportunities for individuals and groups of women but also changes how their messages are conveyed, including in religious and Islamic contexts. One particularly interesting aspect is the role of Muslim women as content creators on social media. Through platforms like Instagram, YouTube, TikTok, and Twitter, they not only share Islamic values but also actively voice social, cultural, and women's empowerment issues.

The advent of the internet, followed by the creation of social media, has revolutionized the way women interact with others. Developers or software companies have created communication tools that eliminate the barriers of distance, space, and time, but these tools also come with their own culture that influences the communication style and characteristics of women.

A woman, especially a Muslim woman (*muslimah*), who is active as a content creator has great potential to become an agent of change in society. She can educate, inspire, and motivate netizens through creative and relevant content related to her daily life. In this regard, the voice of a Muslim woman becomes even more relevant, especially in raising issues such as education, health, women's rights, and the role of women in modern society. Through a well-grounded approach based on Islamic values, they succeed in reaching diverse audiences, including younger generations who are more familiar with the digital world.

From an Islamic communication perspective, this activity aligns with the fundamental principles of Islamic communication, particularly the communication traits outlined in the Quran and Hadith of the Prophet. The behaviors and attitudes referred to are those that manifest the traits of *tabligh* (conveying the correct message), *amar ma'ruf nahi munkar* (inviting to good and preventing evil), *hikmah* (wisdom), and other qualities that align with the principles and values of Islam in communication. This undoubtedly influences the material and style of a Muslimah content creator, who strives to provide a perspective that is not only beneficial for education but also brings advantages to society while remaining firmly grounded in Islamic values.



**Figure 1.**  
**Account TiTok @anggi.22.4**

The account @anggi22.4 is a personal account of a Muslimah content creator on the social media platform TikTok, named Cut Anggi. Through this account, Cut Anggi shares a lot of content on contemporary issues. Although it is a personal account, most of the content shared is educational and highly informative.

The TikTok account @anggi.22.4 will be analyzed based on Islamic communication principles through several of its posts. Some of the posts on this account are quite interesting to review as they have impacted tolerance, education, and the teachings of Islam, all conveyed simply and politely by Cut Anggi through the content narrative, content comments, and videos posted. This paper will analyze how a Muslim woman (Cut Anggi), through her content, has managed to provide benefits and education to both Muslim and non-Muslim netizens (TikTok users) by analyzing content communication that carries characteristics, principles, and Islamic values.

## RESEARCH METHOD

This research is descriptive qualitative research, which is used to describe and analyze data related to phenomena, events, social activities, attitudes, beliefs, views, and thoughts of individuals or groups. The data collection technique used in this study is to gather non-numeric data (observing, listening, documenting through captures, and note-taking). The data used is verbal, found in several posts and netizen comments on the TikTok account @anggi22.

The data is randomly taken as a sample from posts made by Cut Anggi during the period from March to November 2024 (non-real-time).

## RESULT AND DISCUSSION

### Muslim Women (Muslimah) and Social Media

Women are inherently God's special creations, endowed by Allah with the ability to bear the next generation, who are then educated through Islamic family communication to become good servants. It is explained in Surah An-Nahl, verse 72, where Allah SWT says:

وَاللَّهُ جَعَلَ لَكُمْ مِنْ أَنْفُسِكُمْ أَزْوَاجًا وَجَعَلَ لَكُمْ مِنْ أَزْوَاجِكُمْ بَيْنًا وَحَفْذَةً وَرَزَقَكُمْ مِنَ الطَّيِّبَاتِ  
أَفَيَا لِبَطِلٍ يُؤْمِنُونَ وَبِعَمَتِ اللَّهِ هُمْ يَكْفُرُونَ

*Translation:*

"And Allah has made for you from among yourselves, spouses, and has made for you from your spouses, children and grandchildren, and has provided for you from the good things. Why do they believe in falsehood and reject the favor of Allah?"

Epistemologically, a woman is someone capable of doing something. A woman is seen as an *empū* or one who is respected, similar to how the *empū* in the "empū jari" (a figurative expression for finger strength) refers to the key support that makes the finger strong. According to Hamka, women have the same position as other humans in the eyes of the Almighty. Women have equal rights and are guaranteed high and noble status, with clear and equal duties with men who share the same obligations and rights. This is in line with the Quran Surah Al-Hujurat, verse 13:

أَيُّهَا النَّاسُ إِنَّا خَلَقْنَاكُمْ مِنْ ذَكَرٍ وَأُنْثَىٰ وَجَعَلْنَاكُمْ شُعُوبًا وَقَبَائِلَ لِتَعَارَفُوا ۗ إِنَّ أَكْرَمَكُمْ عِنْدَ اللَّهِ أَتَقْوَاهُ ۗ إِنَّ اللَّهَ عَلِيمٌ  
خَبِيرٌ

*Translation:*

"O mankind, indeed We have created you from male and female and made you peoples and tribes that you may know one another. Indeed, the most noble of you in the sight of Allah is the most righteous of you. Indeed, Allah is Knowing and Acquainted."

In an Islamic context, a woman who follows Islam is often referred to as *muslimah*. The word "muslimah" comes from the Arabic "Muslimāt" (مسلمات), referring to women who believe and practice Islam. The term "muslim" comes from the root word "salima-yaslamu," meaning safe and sound, symbolizing submission, obedience, and practicing Islam. According to Islamic teachings, a Muslimah is required to dress modestly, covering her body except for the face and hands. However, there is a stereotype in the West that views the hijab worn by Muslim women as a symbol of backwardness and limitation in education and public roles.

Today, the term "emancipation," especially women's emancipation, is commonly known. A woman can still perform her duties as a wife or mother while pursuing other roles. Outside of these roles, a woman may choose to work, either to support her husband or simply to engage in a hobby. Therefore, women are expected to be intelligent and skilled in the activities they undertake daily, including Muslim women.

In social media, a Muslimah has her own unique role and way of interacting. Especially for a Muslimah who is a content creator on social media, the content they share is aligned with their character and personality. As such, a Muslimah's involvement in social media requires them to behave well, communicate with etiquette, and reflect other Islamic values in their activities.

Social media, as a new medium, has had a significant impact since its emergence in human life. Today, nearly every aspect of human life is influenced by social media, from social behavior patterns, culture, thinking styles, to other aspects. Social media is a digital platform that allows users to interact, share content, and engage in online communities.

Social media refers to digital technology that connects people and enables spontaneous interaction, production, and message sharing. It can also be used to create, share, and consume information in various forms such as text, images, and video. Social media is an online medium where users can easily interact by sharing and creating content, accessible through various social media platforms. There are six types of social media based on the content uploaded, consisting of various platforms.

These are the types of social media platforms mentioned:

- a. Collaborative projects like Wikipedia
- b. Blogs and microblogs such as Twitter or X, Threads
- c. Content communities like YouTube
- d. Social networking sites such as Facebook, Instagram, LinkedIn, TikTok
- e. Virtual games like World of Warcraft
- f. Virtual social worlds like Second Life, live streaming

Among all these types, social networking platforms are the most frequently used by women, including TikTok. As a new medium, social media has at least three characteristics; Easily manipulable – Social media allows individuals to manipulate or alter data and information freely. Networkable – Content presented can be easily shared and exchanged between users via the internet network. Compressible – Media allows for reducing the size of content that can be saved and shared with other users.

TikTok is a social media platform that serves as a platform for communication and content creation, allowing users to share their experiences,

ideas, and thoughts with others. As a digital media platform, TikTok enables users to create and share short videos with a wide audience. It is an app originating from the internet that allows users to make brief videos, which can be shared using various features. TikTok enables users to create and share videos up to 15 seconds long with diverse content such as comedy, inspiration, motivation, singing, and daily activities like food, meetings, and others.

In 2023, Indonesia was one of the countries with the highest number of TikTok users, ranking second globally in April 2023. Indonesia had 113 million TikTok users. According to the We Are Social report, global TikTok users were estimated to reach 1.09 billion by April 2023. 38.5% of users were between the ages of 18 and 24. In April 2023, it was reported that 116.5 million people in the United States were the largest group of TikTok users. Indonesia came second with 113 million users, followed by Brazil with 84.1 million and Mexico with 62.4 million users. However, by August 2024, the data had changed. According to Statista's report, the number of TikTok users in Indonesia reached 157.6 million, making it the largest TikTok user base in the world, surpassing the United States, which had 120.5 million users. This shows how potentially impactful TikTok is as a creative platform for social engagement, especially for Muslim women, including Cut Anggi and her TikTok account @anggi.22.4.

#### **Account @anggi.22.4**

The TikTok account @anggi.22.4 belongs to Cut Anggi, a housewife from Lhokseumawe, a city in Aceh Province. She is currently following her husband's work assignment in Bali, where she is temporarily residing. The account has 323,200 followers and 7.4 million likes on its posts. Cut Anggi gained popularity after posting about the Rohingya refugees stranded in Aceh in January-February 2024. Her posts about the Rohingya situation went viral on TikTok, even though there was little mainstream media coverage on the issue. Following these posts, her follower count significantly increased. In addition to content about the Rohingya refugees, @anggi.22.4's account also includes trending content, such as a video narration about Ridwan Kamil's daughter (the Governor of West Java at the time) announcing her decision to remove her hijab. Other posts include content about religious practices, both when Cut Anggi was in Aceh and Bali.

Based on these posts, it can be said that Cut Anggi strives to create simple yet intelligent and informative content, with good public speaking skills. Her public speaking ability might have been developed during her university studies in India. Because of her posts about the Rohingya, Cut Anggi received many questions from netizens about the Rohingya, as well as questions about ethnicity and religion.

Cut Anggi comes from a mixed ethnic background. Her father is Acehnese, and her mother is from Padang Lawas, North Sumatra, with the Hasibuan surname. She is fluent in four languages: Indonesian, English, Acehnese, and Mandailing, with a basic understanding of Hindi. Thanks to this linguistic proficiency, Cut Anggi is able to respond to netizens' comments and questions very effectively. Some of her posts are intended to answer and provide short Islamic teachings in response to questions from netizens regarding ethnicity, religion, and daily life.

### **Communication and Islamic Values**

Islamic communication values are the good values used in the communication process, such as honesty, politeness, and avoiding hurtful words. These values are based on the Qur'an and the Sunnah of Prophet Muhammad SAW. Communication values can be realized by applying the following characteristics: honesty, politeness, avoiding hurtful words, respecting others, listening attentively, answering questions clearly, keeping secrets, using good and true words, avoiding useless words, and avoiding vulgar and harsh language.

Islamic communication aims to build good relationships with oneself, with Allah, and with others. Good communication will create peace, friendliness, and safety.

In essence, communication in the Islamic perspective always refers to the Qur'an and the Hadith of Prophet Muhammad SAW. Prophet Muhammad SAW is a role model for Muslims in all aspects of his behavior and activities. In addition to receiving prophethood, he was also granted knowledge by Allah SWT, and through this knowledge, he became an exemplary figure for his followers. As stated in Surah Al-Ahzab 33:21:

لَقَدْ كَانَ لَكُمْ فِي رَسُولِ اللَّهِ أُسْوَةٌ حَسَنَةٌ لِّمَن كَانَ يَرْجُوا اللَّهَ وَالْيَوْمَ الْآخِرَ وَذَكَرَ اللَّهَ كَثِيرًا

*"Indeed, there has certainly been for you in the Messenger of Allah an excellent pattern (of conduct) for whoever has hope in Allah and the Last Day and remembers Allah often." (Qur'an, 33:21).*

This communication model can be learned from the Hadith of Prophet Muhammad SAW, which implements the teachings of the Qur'an, whether in his words, actions, or those of the companions that were approved by him. Islamic communication, in principle, aims to uphold human values and create peace, kindness, and safety as taught by the Qur'an and the Hadith of the Prophet. The main principles that should be followed in good communication in Islam are as follows:

### Qaulan Sadidan (Truthful, not lying)

A communicator must say statements that are true and must avoid lying. The principle of trust can create a conducive atmosphere for effective and efficient communication. Prophet Muhammad SAW's Hadith on the importance of truthfulness and avoiding lying states:

عن عبد الله بن مسعود رضي الله عنه قال: قال رسول الله صلى الله عليه وسلم: عَلَيْكُمْ بِالصِّدْقِ فَإِنَّ الصِّدْقَ يَهْدِي إِلَى الْبِرِّ وَإِنَّ الْبِرَّ يَهْدِي إِلَى الْجَنَّةِ وَمَا يَزَالُ الرَّجُلُ يَصْدُقُ وَيَتَحَرَّى الصِّدْقَ حَتَّى يُكْتَبَ عِنْدَ اللَّهِ صِدْقًا وَإِيَّاكُمْ وَالْكَذِبَ فَإِنَّ الْكَذِبَ يَهْدِي إِلَى الْفُجُورِ وَإِنَّ الْفُجُورَ يَهْدِي إِلَى النَّارِ وَمَا يَزَالُ الرَّجُلُ يَكْذِبُ وَيَتَحَرَّى الْكَذِبَ حَتَّى يُكْتَبَ عِنْدَ اللَّهِ كَذَابًا. رواه مسلم

"It is obligatory upon you to be truthful, for truthfulness leads to righteousness, and righteousness leads to Paradise. A man will continue to speak the truth and strive for truthfulness until he is recorded with Allah as a truthful person. And avoid lying, for lying leads to immorality, and immorality leads to Hellfire. A man will continue to lie and strive for lying until he is recorded with Allah as a liar." (HR. Muslim)

### Qaulan Baligha (Concise, clear, and impactful)

Qaulan baligha refers to communication that is direct, precise, eloquent, clear, and not convoluted, so that it makes a lasting impression on the recipient and ultimately persuades them. The words that make an impact on the heart of the recipient are the core of effective communication. A communicator who can encode and deliver the message well, ensuring that it is understood by the recipient, is called a "mubaligh." This principle complements the previous one, qaulan sadida, in terms of word choice, message formulation, and method. This principle emphasizes persuasive communication.

عن أبي هريرة رضي الله عنه، عن رسول الله صلى الله عليه وسلم قال: "من كان يؤمن بالله واليوم الآخر، فليقل خيرا أو ليصمت" (...رواه البخاري ومسلم)

Prophet Muhammad SAW said: "Whoever believes in Allah and the Last Day should speak good or remain silent." (HR. Bukhari and Muslim)

### Qaulan Ma'rufa (Pleasant and respectful speech)

Qaulan ma'rufa is a principle that lies between high-context and low-context communication cultures. It refers to speech that is good, appropriate, courteous, and not hurtful or offensive. "Ma'rufa" means beautiful words that do not contain any sarcastic elements that could hurt others' feelings. The orientation of this principle is to promote interactions that always bring benefits and generate goodness.

Imam Tirmidhi reported in his Sunan that Prophet Muhammad SAW said: اَشْيَاءٌ أَنْثَلُ فِي مِيزَانِ الْمُؤْمِنِ يَوْمَ الْقِيَامَةِ مِنْ خُلُقٍ حَسَنٍ وَإِنَّ اللَّهَ لَيُبْغِضُ الْفَاجِسَ الْبِذْيَاءَ

"Nothing is heavier on the scales of a believer on the Day of Judgment than good character, and Allah certainly hates the vulgar and abusive person."



#### Qaulan Karima (Noble speech)

A communication that contains noble words and is delivered with full respect to establish good relations and connections. The excellence of values in the Islamic perspective is the respect that is always directed toward spiritual values and monotheism.

#### Qaulan Layyina (Gentle speech)

This principle teaches humanity to always show respect to anyone we communicate with, including those who have wronged us. This is stated in the Qur'an: *فَقُولَا لَهُ قَوْلًا لَّيِّنًا لَّعَلَّهُ يَتَذَكَّرُ أَوْ يَخْشَى*

"So speak to him with gentle words, perhaps he may be reminded or fear (Allah)." (Qur'an, Taha 20:44)

#### Qaulan Maysura (Easy-to-understand speech)

Qaulan maysura refers to speech that is easy to digest, easy to understand, and simple for the audience to grasp. Although humans tend to complain, this principle teaches the value of harmony and building social relationships. According to the interpretation of Al-Azhar, qaulan maysura refers to speech that is appropriate, smooth, and gentle, making people feel happy and at ease. Such speech is more valuable than jewelry.<sup>1</sup>

### **The Relevance of @anggi.22.4 Account Postings with Islamic Communication Values**

The TikTok account @anggi.22.4 is one of the accounts on TikTok that has provided beneficial content on social media, especially playing a role as a character builder for Muslim women through the creation of creative content posts. Positive and creative posts certainly play a significant role in shaping character, especially for Muslim women who post on social media. A person's character is their fundamental traits or qualities.<sup>2</sup>

From the following post, we can observe how Cut Anggi, as a Muslim woman, plays a role in creating a positive image on social media. Although there are many interesting posts from Cut Anggi that deserve further analysis, let's focus on one post, as it later received a comment reply from netizens, which was then addressed by Cut Anggi:

The post on June 4, 2024, which was viewed by 9.8 million people, received 433,100 likes and 26,800 comments from netizens.

The post told a viral story about Ridwal Kamil's daughter, Azzahra, who

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<sup>1</sup> Kriyantono Rachmat. 2019. *Pengantar Lengkap Ilmu Komunikasi, Filsafat dan Etika Ilmunya Serta Perspektif Islam*.

<sup>2</sup> Widodo, S. (2016). *Manajemen Sumber Daya Manusia: Teori, Perencanaan. Strategi, Isu-isu Utama dan Globalisasi*. Bandung: Manggu Media

had taken off her hijab, claiming it was to find her true self and strengthen her beliefs in life.

Cut Anggi's Quote: "Actually, this isn't really our concern, but why has it become everyone's concern? Because Zahra is a public figure, her father is a governor and a social media content creator, and her statement was published on social media for everyone to see. Why do we care? Because we fear that young people and other women might follow her example, and Zahra's narrative could become a justification for removing the hijab. Moreover, it could become her ongoing sin. We fear that Zahra's seemingly wise narrative could actually mislead Muslim women. Every Muslim woman is obligated to wear the hijab. If someone is exempt, they fall into six categories: men, the insane, non-Muslims, slaves, children, and when we are with a mahram. Looking at these six categories, Zahra does not fall into any of them, so she is still obligated to wear the hijab. There's no need to sugarcoat it—if you remove your headscarf, you've sinned."

Netizen's Comment: Account #NZQ: "Taking off the hijab, if the person is good, it's fine. It's not an absolute obligation. For centuries, no one in Indonesia wore the hijab. It only became popular in the last three decades. This is the fact, so just relax."



Figure 2.

### Cut Anggi Responds to a Non-Muslim Netizen's Comment

Cut Anggi's Reply: "This question was asked by a non-Muslim (someone who isn't Muslim), who believes that the hijab is not mandatory, as long as we are good people. Now, friends, usually, people who say such things are those who don't wear the hijab. There is something I want to

say: many Muslim women acknowledge that wearing the hijab is mandatory, but they are not yet ready to wear it. Let us pray that, in time, they will be able to wear the hijab, and hopefully, before their time in this world ends, they will realize and start wearing it. To the non-Muslim netizen, please don't justify what is wrong. I pray that those people will gradually realize their mistakes, especially when the one talking about the hijab is a non-Muslim. So, there is no need to debate our beliefs. I just want to clarify."

In the first post above, we can see that Cut Anggi emphasized the Islamic communication principle *qaulan sadidan*, which means that the viral news about Ridwan Kamil's daughter removing her hijab is not a hoax, but actually taken from Zahra's TikTok account. Secondly, Cut Anggi communicated her post clearly, fluently, and directly, in accordance with the *qaulan baligha* principle. When responding to the non-Muslim netizen's comment about the hijab, which has been worn for the past three decades, Cut Anggi made sure her response was gentle, not offensive, and avoided hurting feelings, demonstrating the principles of *qaulan ma'rufa* and *qaulan layyina*.

Next, we can see how other netizens reacted to Cut Anggi's post in **response to another netizen's question.**



Figure 3.

### Netizen Comments on Cut Anggi's Reply Post

We can see from Cut Anggi's response to the netizen account @NZQ that it received positive reactions from other netizens, such as: "Awesome, Cut! When I found your content, I stopped right away, why? Because it's always insightful and hits right to the heart." Another comment said: "Sis, please pray

for me to remain steadfast in wearing the hijab. I want to wear it but I don't want to take it off again. Bismillah, may Allah guide me to improve myself, guide me on Your path." And other comments shared by other netizens. In addition to the comment from the non-Muslim account @NZQ, there was another negative comment from the account @ayuja353:

"Come on, Saudi Arabia, who is closer to the Prophet, even they are not shy to send Miss Universe. Even children of scholars don't wear the hijab."

Cut Anggi replied in that post:

"Islam is a religion that has given us two guidelines, as narrated by Malik, Prophet Muhammad (peace be upon him) said:

تَرَكْتُ فِيكُمْ أَمْرَيْنِ لَنْ تَضِلُّوا مَا تَمَسَّكْتُمُ بِهِمَا :كِتَابَ اللَّهِ وَ سُنَّةَ رَسُولِهِ

'Taraktu fikum amraini lan tadhilu ma tamasaktum bima kitaballah wa sunnatan Rasulallah'

'I have left two things with you, and you will never go astray as long as you hold on to them: the Book of Allah and the Sunnah of His Messenger.'

So, if we follow anything besides these two, we will be filled with doubts. Let us not follow humans because humans are prone to mistakes and errors. Do not use the intelligence that Allah has given us to oppose Allah, such as manipulating Allah's law with wise words from the intelligence Allah has granted us, when in fact it is because of our own wayward actions. Sometimes humans take advantage of their intelligence."

The post received many comments from netizens such as:

"I love the way you speak, Sis. Every good word we say will come back to us. Keep up the good work in spreading the message!"

"Such a smart insight, May we be steadfast in our faith and Islam."

"Stay healthy, Bunda Anggi, greetings from Lampung. Keep up the good work spreading goodness."

From the replies above, we can see how Cut Anggi has provided education to netizens regarding the use of the hijab for Muslim women. With a communication style that is easy to understand and does not come across as preachy, in line with Islamic communication values, Cut Anggi has imparted a great deal of knowledge and new lessons to netizens who may be less familiar with or have not yet been educated about Islam.



Figure 4.

#### Netizen Responses to Cut Anggi's Reply

The many comments from netizens on Cut Anggi's posts indicate that her account is very engaging and worth watching to the end, as it contains a lot of new knowledge for social media users. Engaging content has the potential to influence a post to become part of the FYP (For You Page) on TikTok, meaning it is featured as a top recommendation page. The FYP system shows content that matches the user's interests, such as trending videos or viral cases.

Cut Anggi's account frequently makes it to the FYP, as seen by the millions of views her videos receive. Even without actively searching for it, FYP content will naturally appear on our TikTok homepage. For a content creator, having a post featured on the FYP means their content has gained broader exposure, as videos on the FYP have the potential to be seen by millions of TikTok users from around the world. Cut Anggi's account has even been commented on by foreign parties who disagreed with her views on the Rohingya issue, but Cut Anggi cleverly responded to those comments in a respectful manner.

Cut Anggi's account plays a major role in providing education and simple preaching about religious issues, household matters, and other current issues, particularly to Muslim women who use TikTok. Instead of just spending time scrolling through TikTok content that often involves dancing or humorous behavior aimed at making people laugh, it is far more beneficial for Muslim women to see posts that are valuable, Islamic, and educational.

## CONCLUSION

Based on the analysis of several posts from the TikTok account @anggi22.4 by Cut Anggi, we can conclude that:

1. Cut Anggi, as a Muslim woman, plays a strategic role in conveying Islamic values through her TikTok account @anggi22.4. As a Muslim content creator, she is seen as able to implement Islamic communication principles, such as *qaulan sadidan*, *qaulan karima*, and others. Through a simple approach, Cut Anggi effectively conveys messages that are not only religiously educational but also relevant to contemporary issues such as tolerance, education, and social solidarity.
2. Through her account, Cut Anggi has the potential to create positive social transformation. She can shape a new narrative about active, empowered, and contributive Muslim women, while demonstrating how Islamic values can serve as a guide in facing the challenges of the modern world.
3. The importance of social media as a strategic medium for preaching and the great opportunity for empowering women based on Islamic communication principles.

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