CREATING A HARMONIOUS FAMILY THROUGH SOCIAL MEDIA FACEBOOK IN WEST LAMPUNG

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ABSTRACT

Facebook is one of the communication media that is widely used by the community, both urban and rural communities. Facebook not only has a negative impact on its users but also has a positive impact. Social media has a strong positive impact on the family's economy, that the family's needs are met and creating harmonious family relationships compared families that do not use social media as a marketing medium. The study aimed to analyze how to create a harmonious family through social media Facebook in West Lampung Regency. The particular research was empirical legal research. Data collection techniques were observation, interview, and documentation. The study indicated that the use of social media Facebook can create a harmonious family in three families, the subject of the study, in West Lampung Regency. Social media Facebook used to promote the goods that improve the family's economy. This makes the family to be prosperous. In short, it has an impact on the harmony of the family.

Keywords: Harmonious Family; Social media; and Facebook;

ABSTRAK

Facebook adalah salah satu media komunikasi yang banyak dipergunakan oleh masyarakat, baik masyarakat perkotaan maupun masyarakat perkebunan (desa). Facebook tidak hanya mempunyai dampak negatif bagi penggunanya, akan tetapi juga ada dampak positifnya. Media sosial sangat berdampak positif dalam perekonomian keluarga, dibandingkan dengan keluarga yang tidak memaksimalkan media sosial sebagai sarana pemasaran, sehingga kebutuhan keluarga tersebut tercukupi dan hubungan keluarga tersebut harmonis. Penelitian ini bertujuan untuk menganalisis bagaimana mewujudkan keluarga yang harmonis melalui media sosial facebook di Kabupaten Lampung Barat. Penelitian ini merupakan penelitian hukum empiris. Pengumpulan data dilakukan dengan menggunakan teknik observasi, wawancara, dan dokumentasi. Hasil penelitian ini menunjukkan bahwa penggunaan media sosial facebook dapat mewujudkan keluarga harmonis pada tiga keluarga di Kabupaten Lampung Barat yang menjadi subjek penelitian ini. Media sosial facebook dimanfaatkan untuk mempromosikan dagangan yang dapat meningkatkan
perekonomian keluarga. Hal ini menjadikan keluarga sejahtera sehingga berdampak pada keharmonisan keluarga tersebut.

**Kata Kunci:** Keluarga Harmonis; Media Sosial; dan Facebook;

**Introduction**

Facebook is one of the communication media that is widely used by the community, both urban and rural communities. Facebook not only has a negative impact on its users but also has a positive impact. Not a few people in the rural area use Facebook for online business media. And, Facebook, in the family is very helpful in increasing the finances. On the other hand, it also poses a threat, especially to family life, if not wise and careful in reacting and using it.¹

Based on the observations made at Pekon Sumber Alam, Air Hitam District, West Lampung Regency, the majority of people are farmers and sellers. Most people use Facebook as a marketing medium for their garden produce and goods. This social media has a positive impact on the family's economy, compared to families who do not use social media as marketing medium. Social media help promote goods to improve the family's economy. Then, they can fulfill the family's needs. As a result, the family relationship is harmonious.²

Relevant research as a comparison to this research, including research from Anang Sugeng Cahyo³, Galuh Widity Qomaro⁴, SL. Triyaningsih⁵, Genuina Mahesti Fortunata⁶, and Wichitra Yasya⁷. However, these studies examine the negative impacts of social media, both on life in general and household life in particular. Meanwhile,

²Observation in Sumber Alam Village, Air Hitam District, West Lampung Regency, (5 December 2019).
research examining the positive impact of using social media, especially Facebook, for harmonious families has not been carried out. Therefore, the study aimed to analyze the positive impact of using Facebook to create a harmonious family in West Lampung Regency.

Method

The research was empirical legal research. Data collection techniques were observational, interviews, and documentation. Meanwhile, the approach used a sociological. And the data analysis technique used descriptive analysis because the data is the descriptions of the three families, the subject of this study.

Findings and Discussion

Social Media and Facebook

The term social media consists of two words, namely media and social. Media is a communication tool. Meanwhile, the social is a social reality of every individual taking action that contributes to society. This statement emphasizes that media and all software are social, or in the sense that both are products of social processes. Based on the meaning of each of these words, it may be concluded that social media is a communication tool used by users in social processes.

Social media is online media supporting social interaction. In other definition, social media uses website-based technology that turns communication into interactive dialogue. Social media, also known as social networks, is part of new media. Based on the previous description, social media is a form of information and communication technology development that is growing rapidly. In short, social media may define as a form of social interaction that is carried out, not only in a physical form but also exchanging information, even if each user does not meet directly.

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9Cholid Narbuko and Abu Achmadi, Metodologi Penelitian (Jakarta: Bumi Aksara, 2013).
12Cahyono, “Pengaruh Media Sosial Masyarakat Di Indonesia.”
Social media allows people to communicate and interact with each other, share information and collaborate. The social media for interacting are: social networking media, blogs, microblogging, media sharing, social bookmarking, and wikis.\textsuperscript{14}

Today internet technology is present in our midst with a variety of functions, especially those that support the communication process. Internet services that support social interaction include browsing, email, blogs, WhatsApp, Instagram, and Facebook. Facebook is a site whose main service is a social networking service. This network shows how they relate because of the similarity of sociality, starting from those who are known every day to family.\textsuperscript{15}

Various internet services have made it easy for users to look for and find information, communicate, raise an argument and opinion, and build relationships with individuals or groups so that the internet is the main choice of media to meet information needs.\textsuperscript{16}

The history of friendship sites begins with the presence of online community sites, such as Theglobe.com, Geocities, and Tripod. These sites' chat facilities are only a place to chat between users. In addition, various facilities or tools are provided that allow users to create personal homepages to display information and share it between users.\textsuperscript{17} Facebook is now very familiar, not only among urban communities but also among rural communities. Today, Facebook nominates as a popular social networking website that launched on February 4, 2004. The Facebook application was founded by Mark Zuckerberg with his roommates and fellow computer students, Eduardo Saverin, Dustin Moskovitz, and Chris Hughes.\textsuperscript{18}

At the beginning of the development of this social network website, the membership was still limited to students from Harvard College. Then, it expanded to others colleges in Boston, Ivy League, and Stanford University. Users can choose to join one or more of the available networks, such as by school, workplace, or geographic

\textsuperscript{14}\textsuperscript{Nasrullah and Rulli, \textit{Media Sosial Perspektif Komunikasi, Budaya Dan Sosiateknologi} (Jakarta: Elex Media Komputindo, 2016).}
\textsuperscript{15}\textsuperscript{Hoover Edwin, \textit{Facebook} (Bandung: Rajawali Persada, 2008).}
\textsuperscript{16}\textsuperscript{Hermawan and Arif, \textit{Aplikasi Teknologi Informasi} (Yogyakarta: Aditiya Media, 2007).}
\textsuperscript{17}\textsuperscript{Ace M Ichasn, \textit{Kupas Habis Facebook & 10 Situs Gaul Terpopuler} (Jakarta: Kriya Pustaka, 2009).}
\textsuperscript{18}\textsuperscript{Muthmainnah Baso, “Dampak Teknologi Informasi Dan Komunikasi Terhadap Peningkatan Jumlah Kasus Perceraian Di Pengadilan Agama Makassar” (UIN Alauddin Makassar, 2012), \url{https://repositori.uin-alauddin.ac.id/11359/}.}
region. In 2019, according to research from a “we are social” company that collaborates with “hootsuite,” there were 150 million users of social media in Indonesia. The number has increased by 20 million users compared to research in 2018.¹⁹

Discussing Facebook, of course, there are two sides to highlight, both positive and negative impacts, depending on how to use it where the original purpose of Facebook itself was as a social network to strengthen friendships. But in its development, it was abused a lot by some irresponsible persons.

The positive impacts of Facebook include strengthening friendships, knowing a person's potential, media of information, discussion medium, and a place to vent. Meanwhile, the negative impacts of Facebook are; distancing people who are close and having weaknesses, such as the risk of ignoring people in their daily lives, and face-to-face interactions tend to decrease as ease to interact via social media. After that, it makes people addicted to the internet with the practicality and ease of using social media. Also, it seems easy to the bad influence of others in everyday life. The issues also reach privacy issues in social media. And, it may cause conflict with social impacts if anyone is free to express opinions, arguments, ideas, and many others.²⁰

**Harmonious family**

A marriage certainly craves a harmonious family. Marriage in Islam has goals, such as to meet the needs of physical and spiritual life and creating a family and continuing the offspring. Also, it aims to create calm and peace of mind for that concerned, peace in the family and society, and create a *sakinah mawaddah wa rahmah* family (a family that is peaceful, full of love and affection).²¹

The family is the smallest group based on blood relations, consisting of father, mother and children, which is called the nuclear family. Family, in the view of Islam, has a big value. Islam pays great attention to family life by giving good rules to create a harmonious family. Harmonious is in practice the rights and obligations of family members. Prosperity means the creation of peace of mind and body due to the

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²⁰Cahyono, “Pengaruh Media Sosial Masyarakat Di Indonesia.”

fulfillment of the necessities of life both physically and mentally, so that happiness arises, namely love between family members.\textsuperscript{22}

In creating a harmonious family, husband and wife must build a relationship into a physical and mental one. Among them must help each other in create a peaceful family. Therefore, husband and wife should be able to love each other, cherish, pay attention to, advise, look after, respect, and educate children and others who have goals for the common good. Family relations must be harmonious and healthy when each family member knows and properly teaches the functions, rights, and obligations of each.

Creating and designing harmony in the family is an important thing. Calm and peace in the family depend on the successful development of harmony between husband and wife. Harmony is created by the awareness of family members in exercising their rights and fulfilling their obligations.

The establishment of a sense of affection and love and the attainment of peace of mind is one of the signs of God's power following the word of God in QS. Ar-Rūm (30): 21, which explains that: “And of His signs is that He created for you from yourselves mates that you may find tranquility in them; and He placed between you affection and mercy. Indeed in that are signs for a people who give thought.”\textsuperscript{23}

First, \textit{litaskunu ilaiha} means sakinah, peace and tranquility, mutual love and affection, so that the husband is happy and peaceful. The wife must try to calm her husband. Second, \textit{mawadah} or mutual love. Love is subjective, namely for the benefit of those who love. Third, mercy is objective affection, namely affection which is the reason for love.\textsuperscript{24}

\textit{Mawadah} and \textit{rahmah} mean, the household life is always and must be guaranteed, loving each other when they were young, and nurtured so that they support each other, when they are old and be grandparents. Another characteristic of a sakinah family is religious life in the family, having time together, having good communication patterns

\textsuperscript{22}Abd. Rahman Ghazaly, \textit{Fiqh Munakahat} (Jakarta: Kencana, 2016).
\textsuperscript{23}Departemen Agama RI, \textit{Al-Qur'an Dan Terjemahan} (Surabaya: Mekar Surabaya, 2004).

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with fellow family members, and respecting one another. Each is bound by family ties as a group. They can solve the problem in the family positively and constructively.  

If the marriage contract has occurred and is legitimate according to the pillars of the Shari’a, then it will have legal consequences. Thus, it will also give rise to their rights and obligations as husband and wife in the family. Then, peace and tranquility will be realized, so the happiness of married life will be perfect.

Efforts made to create or maintain intimacy and harmony in a family are: having faith and trust in God, a loving partner, honesty, loyalty, generosity and forgiveness, and love between husband and wife.

In everyday life, the effort to create a harmonious family (sakinah mawaddah wa raḥmah) is not an easy, amid the currents of life today. Let alone achieving the ideal family, but maintaining the integrity of the household is already an achievement. In the life of a harmonious family, each family member must understand the indicators of a harmonious family so that the family is called a harmonious family.

The main characteristic of a sakinah family is the existence of love and affection or mawadah wa raḥmah with the ultimate goal being mardatillah. This fact is under the human instincts that want to give and receive love. So, in a sakinah family, love and affection are truly intertwined, both between husband and wife or vice versa, between the two of them and their children, and between the family members and the families around them. Other characteristics of being a sakinah family include straight intentions (islāh al-niyyah) and a strong relationship with Allah (quwwatu šilah billāh), affection, openness to each other (muṣarohah), polite and wise (muʻāsyarah bil ma ‘rūf), communication and deliberation, tasammuh (tolerant) and forgiving, fair and equal, and patient and grateful.

The family is the most important primary group in society. In a wide definition, family is related to relationships that include all parties who are related by blood so that it often appears as meaning and or surname. In this connection and in various cultures,

25Riyadi.
26Ghazaly, Fīqh Munakahat.

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everyone has a first and last name. While in a narrow sense, the family is the smallest social group based on blood relations, consisting of a father, mother, and children which is called the nuclear family.\textsuperscript{30}

Economic management in the family should not be underestimated. According to Johari bin Mat, an unstable economy will lead to problems in the family. Problems will occur if the husband is unable to provide sufficient income, or the wife is too concerned with material aspects beyond the means of the husband or family. He advised each family should measure their capabilities, so the economic aspects of the family do not become an obstacle to creating a happy family. Husband and wife should be wise in preparing, managing, and planning the family’s finances. Therefore, couples need to plan every expenditure and not just follow the demands of lust for material life. Shopping without planning causes life to always feel squeezed and difficult.

**Use Social Media Facebook for Families in West Lampung**

The research was conducted in Pekon Sumber Alam village, West Lampung regency. The population is 1808 people, consisting of 461 heads of households (KK). Based on the observation, there families are interesting to study, including the three families that use Facebook as a medium for promoting their wares and goods.\textsuperscript{31} The use of social media in several studies often triggers conflict in the family, but the three families whose households remain harmonious even though they often use Facebook, both for communication and doing business.

In Pekon Sumber Alam, most of the residents use smartphones and have Facebook accounts. In addition to using Facebook to communicate, some use it for


\textsuperscript{31}There are three subjects in this study. First, the Families of Mr. Sh and Mrs. R. The age of marriage for Mr. Sh's family entered the year 24 in 2020. They have four children. Mr. Sh's daily work is gardening. He sometimes also works in the workshop. While Mrs. R is a housewife who produces snacks and cakes. Before she used Facebook to promote her cakes, she sold cakes around the village. Second, the Families of Mr. Se and Mrs. A. The age of marriage for Mr. Se's family entered 8 years in 2020. They have one child. Mr. Se's daily work is gardening. He sometimes also helps his wife to sell. While Mrs. A is a housewife who sells vegetables, fruits, groceries, and other household needs. Third, the Families of Mr. G and Mrs. L. Age of family marriage entered their 4th year of marriage in 2020. They have one child. Mr. G's daily work is gardening. He sometimes goes fishing for side dishes. Meanwhile, Mrs. L is a housewife who is not only at home and taking care of her young child but also has an Olshop business to sell NASA products. The selection of the three families was based on the reasons that the three families, the mother is a housewife who has social media as a medium for promotion. All three families use Facebook as a promotional medium.

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business as a product marketing medium. Some people just made a Facebook account, and other used it to share information and media promotion of a business.

The three families, the subject of this study, have a profession as coffee farmers. Apart from being farmers, the wives have businesses as a seller who uses the online media Facebook for promotion. Subject L is a seller of NASA products (Natural Nusantara), which is a company engaged in the sale of agricultural, plantation, animal husbandry, fishery, and health and beauty products. Subject A is a seller of vegetables and family needs who also uses Facebook to promote her goods/products. While subject R promotes the cakes by posting them on her Facebook account.

The subjects in this study, on average, had known Facebook for almost 12 years, since 2008. They used Facebook for both communication and promotion of their product. Subject A uses her cell phone for 5 hours/day, subject R uses her cell phone for 5-6 hours/day, and subject L uses her cell phone for 6-7 hours/day. They use Facebook as a tool to promote their product and respond to their customers. It is also sometimes used to share information and communicate with either friends or relatives. Thus, the subjects used their cell phones for social media on average for 5-6 hours/day.

The subjects use mobile phones for an average of 5-6 hours/day, but they can still divide their time for family matters. In routine, before using their cellphones for social media, they first prepare breakfast for their husbands and children. They use their cell phones only during the day, while at night, they chat and talk with their families.

Even though these three subjects have other social media accounts, Facebook was chosen as a tool because it has a wider reach. The subjects at least have friends on Facebook, ranging from 2000 friends to 4000 friends. The more friendships, the higher the opportunity to be seen by potential customers.

Three subjects who use Facebook to promote their product stated that it helps to increase the family economy. Subject A owns a business selling vegetables and daily needs. She also uses Facebook as a promotional medium. After using Facebook as a promotion tool, the effect on the sales turnover every day reaches IDR 6,000,000-

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32L, Interview, (12 November 2019).
33A, Interview, (15 November 2019).
34R, Interview, (17 November 2019).
From the increased sales, currently, subject A can build a house and enlarge the shop. Likewise, subject R, who promotes her cakes through Facebook, is very influential on his income. After using Facebook, the turnover increased to IDR 300,000–400,000 per day. While subject L used Facebook to promote NASA products since 2018, and has received a turnover of IDR 3,000,000-4,000,000 per month from sales. Using Facebook as a medium for promoting their product, greatly influences their sales and turnover, which has an impact on the family economy.

The research informants, the neighbors of the subjects, provided information regarding the harmony of the subjects' households and families. Even though Facebook has some negative impacts, through Facebook, the subjects' households remain harmonious and support the family's economy.

Based on the data, the families of Facebook users whose households remain harmonious are created because of good cooperation and communication, and mutual understanding between the two partners. No matter how busy a wife who uses Facebook for promotional media every day, does not become a reason to ignore the family so that harmony is maintained. Even though the wife is busy selling and using Facebook to promote her product and the husband is also busy working outside the home, when the two of them understand each other and develop mutual trust, everything will be fine and a safe, peaceful, and harmonious family life can be realized.

Creating a Harmonious Family Through Social Media Facebook in West Lampung

Several other studies found that Facebook does not only have a negative impact but also has a positive impact and provides a good influence as well. For example, it establishes good friendships, makes easing users to communicate with people far away and even from different countries, and also plays as a means to earn money. Also, there is a positive indirect effect of Facebook use for breastfeeding mothers on breastfeeding behavior, mediated by online social support variables. Un-effected things from the use

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35 A, Interview, (15 November 2019).
37 L, Interview, (12 November 2019).
39 Yasya et al., “Pengaruh Penggunaan Media Sosial Facebook Dan Dukungan Sosial Online Terhadap Perilaku Pemberian Asi.”

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of Facebook from the perspective of Islamic family psychology and Islamic law have been included in the criteria for maintaining a harmonious family. Because, the harmony of the young couple has entered the criteria according to Islamic family psychology on good communication and three foundations of a harmonious family, namely, understanding, tolerance, and being reasonable. The use of social media (Facebook) affects the harmony of the family when the user cannot choose and sort out the positive and negative sides of social media. Or, when the user does not consider the time to interact with anyone through social media. Social media can also be a cause or factor in the damage or divorce of a family when does not use properly and correctly.

Some positive impact that occurs on the use of Facebook for family harmony is increasing the level of the economy and bridge for people to learn and add insight. In contrast, the negative impacts are the occurrence of a damaged family, the loss of the child's identity, and the bad-relations with the extended family.

There is also a negative impact of Facebook on behavior change in mothers, namely boredom and self-dissatisfaction with themselves, which makes them want to be known and recognized more. Facebook has a negative impact if its users misuse Facebook as a life regulator. And, its impact on the harmony of the family, some end to the divorce. This study showed different symptoms. The active social media activities performed by the three housewives, the subject in this study, did not interfere with their family communication and harmony. In terms of the intention of using Facebook by subjects to support home business marketing. So, the activity of using cell

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phones is intended as a business tool. As stated by Mrs. A "Used to post photos of our product and response to questions from consumers." 45

Furthermore, it impacts the aspect of affection in the relationship between husband and wife and children. Even though some of the time was spent to reply and respond to questions from consumers, they still made time to joke with each other and eat together. In an interview with Mrs. F said, “preparing breakfast for my husband and children, time for family does not bother me using Facebook” 46

The aspect of being open to each other can be achieved if the husband and wife are open to each other in all matters relating to feelings, desires, and a problem faced in the family. This follows with the statement by Mrs. A "Yes, be open to each other, a problem discussed properly. So, anything is open to each other." 47

In the aspect of communication, communication is the most important thing in a family. Good communication in any case between partners will keep the family’s disharmony away. As stated by Mrs. L, "Well communication, so we still feel harmonious in our small family.” 48

The statements illustrate that communication is going well. The positive impact felt by the three families in Pekon Sumber Alam who use Facebook. A wife who uses her Facebook account as media to promote her product will have an impact on her sales and the family's economy increase to be better. In addition to their family's economy increasing, wives have more time for family, are closer, and have a good time with their children. So the parents' attention to children is also better. They can communicate well with distant families.

The article assumes, the use of Facebook by three families in Pekon Sumber Alam village, Air Hitam District, West Lampung Regency, provides a positive impact. The use of Facebook by their wives to promote their products does not have a negative effect on family harmony. With good communication, affection for her family, and the initial intention of using Facebook as a medium for promoting their sales, then the communication and affection among family members are not disturbed and damaged.

45A, Interview, (15 November 2019).
46F, Interview, (14 November 2019).
47A, Interview, (15 November 2019).
48L, Interview, (12 November 2019).
Conclusion

Social media is a means to create a harmonious family in three families in West Lampung Regency, the subject of this research. Indirectly, using Facebook as a medium for promoting a product can improve the family economy. An improved family economy can make the family more harmonious. The use of Facebook does not cause problems in the family which leads to disharmony. However, viewed from all the indicators of a harmonious family, not all of these social media Facebook meet all of these indicators.

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