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**TITLE: ISI PROPAGANDA**

PERSUASIVE

## **ISIS Propaganda**

### **1.0 Introduction of ISIS**

ISIS or DAESH is a rapidly growing terrorist movement in this day and age. ISIS emerges after the death of Osama Laden and the establishment of the Afghanistan proxy government led by Hamid Karzai and Ashraf Ghani. ISIS emerged around 2013 and became strong in a short time and managed to attract thousands of jihad fighters to co-establish 'Daulah Islamiyyah' based in Iraq and Syria. Although ISIS was weakened they managed to rise again with the spread of their propaganda which is increasingly widespread, especially in Islamic countries to persuade Muslims to join their struggle.

The ISIS militant struggle is clearly against Islamic teachings. This was clarified by the National Fatwa Council which convened in 2014. Islamic State of Iraq and Syria (ISIS) or the Islamic State of Iraq and the Levant (ISIL) is a series of Salafi Jihadi movements in Iraq which originally consisted of three organizations different jihad: namely the Ansar al-Islam which consists of the Iraqi Salafi Jihadi group who formed their own area of „Islamic rule“ and practiced orthodox and radical Islamic life.

Second, the Mujahideen group originated in Jordan in Iraq and declared themselves 'Jamaah al-Tawhid wa al-Jihad' under the leadership of Abu Mus ‘ab al-Zarqawi who migrated to Iraq to launch a jihad against the US military occupation of the land. Iraq and a third group are al-Qaeda migrants from Afghanistan, as a result of US attacks on Afghan soil after the September 11 events. Most of the scholars of Ahli Sunnah Wal Jamaah around the world have reminded Muslims not to be influenced by this group of ISIS or ISIL because of the ideology of violence and their attitude of disbelieving people who do not agree with them and legalizing their blood.

Jihad or Jahada derived from the Arabic word is too often misinterpreted as the Sabil War (holy war). It is a mistake to only associate or equate jihad with fighting or fighting or fighting because it is only one aspect of jihad. Jihad gives a very big meaning where jihad is a struggle to carry out good and reject injustice, oppression, and wickedness from a person or in society. This struggle is a spiritual, social, economic, and even political struggle. Thus, the concept and scope of jihad is actually very broad and not just limited to armed conflict.

Jihad in the battlefield of the Islamic view is the last option and is used subject to specific conditions. It can only be implemented by an Islamic state led by Islamic leaders (not individuals or groups) to defend their freedom which includes religious freedom. As it is written in the Quran: 'It is permissible to fight for those (Muslims) who are fought (by the invaders), because indeed they have been persecuted; and verily Allah is Able to help them (achieve victory '(al-Hajj: 22)

## **2.0 How they persuade peoples to follow what they beliefs**

ISIS is a Salafi Takfiri group that is a group that tends to disbelieve others who do not share the same ideology as them. They are more extreme because [1they are willing to kill Muslims who are not in line with the Salafi ideology they follow](#). They killed innocent people and drove Christians and Yazidi away with cruelty. The Sunni scholars around the world label this ISIS or ISIL as Khawarij in modern times and the majority of Sunni scholars agree on the error and also the malpractice of this group and warn Muslims not to be deceived by all this ISIS or ISIL propaganda.

One of ISIS's contradictions about jihad and martyrdom is that they organize and encourage their followers to achieve martyrdom using suicide bombers. [2Various hadiths have been manipulated to describe the advantage of death as a martyr](#). Rasulullah S.A.W. there is a reminder that the Muslims of the end times, especially their leaders, will be far from the reality of Islam and even some of them will be as bad as human beings. These leaders will mislead young Muslims who want to deepen their religion. These leaders educate and indoctrinate their followers that if they give their lives in what they say is the path of Islam, then they will enter heaven as martyrs (SYAHID).

[3Isis uses bombastic words that state that those who fight together will be martyred and get the paradise of Allah](#). Persuasion after persuasion has been ingrained by the people who are consumed by the words of this group. Causing most Muslims to join ISIS and deviate from the teachings of 'Ahli Sunnah Wal Jamaah' and the true teachings of Islam.

[4Manipulating real facts and religion are done by ISIS to persuade people to join them. Manipulating religious doctrines for their narrow political interests](#). Muslims should ask these leaders on the basis and argument why they stated so. If martyrdom can be achieved by detonating oneself with a bomb then why does the leader himself not do it? This is in line with the suggestion in the Quran Surah Ash Shaf, verse 2 which reads "Why do you say what you do not do?' is the desecration of the name of Islam as well as disobedience to the word of God.

The Qur'an clearly states: "O you who believe, do not consume your wealth among yourselves in a vain way, except that which you earn by the business of mutual consent. And do not kill yourselves. Indeed, Allah is Most Merciful to you." (An-Nisa: 29)."

The actions and behaviors of ISIS followers are completely contrary to the vision and interpretation of the reality of Islamic Jihad. What is happening in Syria and Iraq is the Civil War to gain political power. Political warfare should not be categorized as Jihad. The call to Jihad is a spell of ISIS to recruit their followers. But what exactly does Jihad mean by Allah S.W.T. and His Messenger? What is Jihad today that we should follow? The Qur'an presents another Jihad called Jihad Akbar: 'Do not follow the disbelievers and jihad against them with this Qur'an with great jihad.' (Al-Furqan: 52).

What is the media or means used by ISIS to persuade people to join them?

- A. CD promoting ISIS activities.
- B. Videos that promote ISIS terrorism or that encourage migration to the Islamic State.
- C. Brochures / articles (soft and hard copy) that promote the activities of ISIS or the Khilafah that they are fighting for.
- D. Video game from the production of Al Hayat Media Center.
- E. Any magazines / pamphlets or newsletters associated with ISIS products any country or any other organization in this world that is clearly promoting the struggle, activities or the Islamic Khilafah ISIS.

### **3.0 Victims of ISIS**

#### **First Victim**

In early February 2017, Febri Ramdani, arrived in Raqqa, Syria, which was then the capital of ISIS (Islamic State of Iraq and Syria). He arrived there three years after ISIS leader Abu Bakr al-Baghdadi announced the establishment of the caliphate, a state based on Islamic law that is the dream of some Muslims. In ISIS propaganda, those who live in Daulah Islamiyah will receive health, education and employment guarantees. Former ISIS follower, Febri Ramdani (batik shirt) during the launch and review of his book entitled "300 Days in the Earth of Sham" in Jakarta, Tuesday (11/2). (VOA / Fathiyah). Febri finally became convinced of joining Daulah Islamiyah created by ISIS and in September 2016 went there via Turkey.

### **Second Victim**

Initially, ISIS promised a better life if it joined and fought with them against a number of parties considered enemies. However, all these promises are just a ploy. At least, it feels like a citizen named Dulfansyah Rahmani. "No man (who is with us) has ever fought with Daesh (Islamic Sovereignty). There is none at all. We all hate them and we are deceived by them. We want to get out of Daesh more than a year ago, but only can find a way out now," he explained. "We have been here (refugee camp) for three weeks and want to return to Indonesia as soon as possible," said Dulfansyah.

He hopes to return to his homeland soon, the government wants to intervene and help him. Dulfansyah has been in the Syrian refugee camp, Ain Issa. According to him, although he has been released from the grip of ISIS, the conditions in the refugee camps are far from a good word. "Our condition here is also a lot of pain, money is getting thinner," he explained. One of the foreign journalists from Arabic Al Aan, Jenan Moussa, said that he had met Dulfansyah. He also heard how the woman complained about ISIS. "Indonesian women told me, ISIS deceived us with propaganda," said Moussa.

From the above case we can see that society is easily persuaded by money. ISIS promises a great deal of money for those who fight with them. with a rather dire economic situation then society will be persuaded by their appeals and intrigues.

#### **4.0 Conclusion**

In conclusion, we can see that ISIS uses their own words and understandings to deceive Muslims. Manipulating the real thing for their own benefit so as to cause the name and dignity of Islam to fall. Society is easily influenced because ISIS uses the name of Islam for their struggle, but in reality their teachings deviate far from the true teachings of Islam. The community should be more careful in various matters, especially Muslims because their main target is Muslims.

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