

ISLAMIC CULTURAL BUILDING FROM THEORY TO PRACTICE AS REFLECTED IN SYUQAIRI'S "KHAWAATHIRU SYAABIN",359

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ABSTRACT

"Khawaathiru Syaabin" is one of Islamic literature that is delivered by speech and supported by a good editing like a small movie. This research is aimed at identifying the concept of Khawaathiru Syaabin in building the Islamic culture. It is also aimed at revealing the clear information about its impact toward the audience as found in youtube. This research is conducted by sociological approach that is supported by Cawelti's impact approach and Abram's mimetic approach. This research reveals that the concept of Khawaathiru Syaabin in Islamic culture building consist of three significant parts namely: thinking, feeling, and action. This great concept brings the impact through the audience namely they are aware of the ease of Islamic teaching which can be applied by starting from the small action. It is not as difficult as they had though before.

Keywords: Islamic literature, popular culture, thinking, feeling, action

INTRODUCTION

Speech (Khitabah) is a popular Islamic Literature since the early era. This kind of prose growth as the development of popular culture such as movie or TV series. Nowadays we can see the speech in several TV channels even there is a speech competition like "Pildacil" and "Pilihan Da'i Muda". On the other hand, speech culture spreads through the social media namely Youtube .These social medias have significant role in spreading Islamic culture since literature as the reflection and the mirror of society. "Khawaathiru Syaabin" is one of Islamic literature that is delivered by speech and supported by a good editing like a small movie. Khawatiru syaabin has been showed in TV Series since eight years ego. It is also written in a book and created and DVD. After time being it spreads in youtube. It consists of thirty different topics in every episode. The latest is eighth episode. Although it has several episodes, it is like

³⁵⁹ This paper is presented in AICIS 2012

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pearl that spreads which can be enjoyed randomly and it gives benefit from each topic. The speech is presented in very short time around seven minutes. Therefore, it's simplicity shows that "khoirul kalaami ma qola wa dalla" the best speech is the most effective. Most of themes reflected social problems such as the weakness of reading, loving and caring the children, and the cleanness and the tidiness of the mosque. To make a deeper analysis, this research is focused on one theme namely reading culture. As a matter of fact, reading is important part for Muslim as the first revelation "Iqro". "Read on Your God's name" Al-'Alaq 1. Unfortunately this significant command is not practiced well by the Muslims.

LITERATURE REFLECTING THE SOCIETY

Emphasizing on the core of cultural study, this research is conducted by the perspective of sociological approach that is supported by Cawelti's impact approach and Abram's mimetic approach. In sociological perspective, "literature has important meaning for the social life" Literature is the reflection of society that is expressed by the author. Literay work reflects a culture of society. According to Swingwood and Laurenson (1972:21) literary work is a manifestation from historical moment meanifestation of historical moment, Abram stated that literature concerned the relation between the text and the real world has been been stated that literature concerned the relation between the text and the real world has been stated that literature concerned the relation between the text and the real world has been stated that literature concerned the relation between the text and the real world has been stated that literature concerned the relation between the text and the real world has been stated that literature concerned the relation between the text and the real world has been stated that literature concerned the relation between the text and the real world has been stated that literature concerned the relation between the text and the real world has been stated that literature concerned the relation between the text and the real world has been stated that literature concerned the relation between the text and the real world has been stated that literature concerned the relation between the text and the real world has been stated that literature concerned the relation between the text and the real world has been stated that literature concerned the relation between the relation between the relation has been stated that literature concerned the relation between the relation has been stated that literature concerned the relation between the relation between the relation has been stated that literature concerned the relation between the relation has been stated to be a stated has been stated to be a stated has been sta

Based on Islamic culture there is a clear concept to change the culture consist of five things

- 1. Religious Teaching
- 2. Based on the standard of audience mind
- 3. Including rational and logic
- 4. Reward and Punishment
- 5. Comprehensive material

The first part is religious teaching. The calling to teach and improving human culture. the amelioration of human soul closely related to God's guidance, but Al-Qur'an shows that the participation of the religion followers to give the guidance to all the followers in order to do the right deed based on the Holy Qur'an. This teaching will bring positively effects for the whole sides. For the preacher or teacher will more understand the advise

³⁶¹ Endraswara, Suwardi. Metodologi Penelitian Sosiologi Sastra. (Jakarta: Caps 2011), p 93).

³⁶² Swingewood And Laurenson. 1972 Revolution in the third world. New York: Vitage.

³⁶³ Kenney William. How to read and write about fiction. New York: Arco.1988. p 101



for changing in his heart and the society will understand the guidance to the right way as the motivation from their heart.

Human being is not only biologically having the complex part of body. There is a significant aspect that move the activities that is emotion in the heart. Prophet Muhammad signifies the heart as the measure of the deed. If the heart is good the whole deeds are good. On the contrary if the heart is bad therefore the whole deeds will be bad even the evil passion dominated the behavior. As the artist, the motivator or the author have to reach the heart of the society through its work or advise. If the society can accept the guidance of the preacher so that the society will change. Everything that is tell from the heart will reach the heart. The changing of the society needs the figure as the idol or motivator as the sample in doing the activities. Sampling and modeling is needed for society.

The second, Based on the standard of audience mind is important in delivering the message. Islamic culture as reflected in Al-Qur'an tries to spreading advise all over the world. In spreading the admonition, the proselytizer have to deliver it by choosing appropriate material with the audience. It should be delivered by using the ease language that can be understood in order the audience understand well about the message that is brought. There is interesting aspect in al-Qur'an language. God chooses Arabic language although the content is universal for all nations. Arabic language is known as the most easiest language to be learn. Therefore al-Qur'an is the most easiest holy book to be learn, to be understood, and to be memorized.

Allah said in Holy Qur'an about the ease of learning Qur'an. It is repeated four times in sura Al Qomar by using the same words. "And We have indeed made the Qur'ân easy to understand and remember; then is there anyone who will remember (or receive admonition)?" This verse signifies the ease of Qur'an to be learn by human being. The preacher in guiding the society is hoped to use the same concept of al Qur'an in choosing the language. Preaching is not only saying something, a rhetoric aspect, or showing the smartness but also giving the positive influence that leads to the changing.

The third characteristic in religious proselytizing Including rational and logical aspect. Although al-Qur'an is God's revelation that consist of doctrine, al Qur'an also invite human being to think about the vision and mission of the only one God, the true of creature, and worshiping logically only to the God Allah, the God and the almighty. There are several verses:

"Or do they say: "He (Muhammad صلى الله عليه وسلم) has forged it (this Qur'ân)?" Nay! They believe not! Let them then produce a recital like unto it (the Qur'ân) if they are truthful. Let them then produce a recital like unto it (the Qur'ân) if they are truthful. Were they created by nothing? Or were they themselves the creators? Or did they create

³⁶⁴. (QS. Al-Qomar 17, 22, 32, dan 40).



the heavens and the earth? Nay, but they have no firm Belief. Or are with them the treasures of your Lord? Or are they the tyrants with the authority to do as they like? Or have they a stairway (to heaven), by means of which they listen (to the talks of the angels)? Then let their listener produce some manifest proof." ³⁶⁵

Micheal Wolfe, western writer, finally embraces Islam as his religion. He said:

"I could not have drawn up a list of demands, but I had a fair idea of what I was after. The religion I wanted should be to metaphysics as metaphysics is to science. It would not be confined by a narrow rationalism or traffic in mystery to please its priests. There would be no priests, no separation between nature and things sacred. There would be no war with the flesh, if I could help it. Sex would be natural, not the seat of a curse upon the species. Finally, I did want a ritual component, daily routine to sharpen the senses and discipline my mind. Above all, I wanted clarity and freedom. I did not want to trade away reason simply to be saddled with a dogma. The more I learned about Islam, the more it appeared to conform to what I was after."

This statement shows that Islamic religion deals with the creed and worshiping that can be reach by logically and scientifically thinking. The Islamic teaching does not regard the race discrimination but the most honor people is the most righteous. The ritual worship in five pillars of Islam reflected the science and knowledge that those pillars actually bring the benefits for the doer.

The forth concept is reward and punishment that is done in justice. Human being will get the happiness in the world and hereafter if follows the right path of his beliefs but he will get sadness and worry in the world and hereafter if fight against its teaching. Al Qur'an is like present that comes from the sky which be the way of life. It knows the goodness and the badness for the human future. The rule will be exist continuously if there is reward and punishment. There is no compulsion for human being but there is a choice in human's hand. Al-Quran only gives life sign as vehicle for life. As a present al Qur'an is given with full of love without compulsion. There is no compulsion in religion. Verily, the Right Path has become distinct from the wrong path. 367

Allah gives the truth the right thing but anyone who does not want to accept the truth they will be disbeliever and they will get the punishment in the day of the judgment. And say: "The truth is from your Lord." Then whosoever wills, let him believe; and whosoever wills, let him disbelieve. ³⁶⁸ Allah gives the strong choice between the reward and the punishment. The believer that follow the guidance will receive the paradise and the disbeliever that worship to the other creature will be send to

³⁶⁵ QS. Ath-Thuur 33-38

³⁶⁶ Wolfe, Michael. Haji Kesaksian seorang mualaf . Jakarta: Serambi. 1993 p.24

³⁶⁷ QS Al-Baqarah : 256

³⁶⁸ OS Al-Kahfi : 29



the hell. Those are they who have purchased error at the price of Guidance, and torment at the price of Forgiveness. So how bold they are (for evil deeds which will push them) to the Fire. 369

The fifth method is changing the culture by using comprehensive material. The material is started from dream to action. Al-Quran explains the vision and mission of ideal human being completely. Therefore, people can think, feel, and chose the right steps undoubtedly. Dealing with the relationship between human being and God, al-Qur'an asks human being to think about the signs of his existence. Human being is demanded to place the emotion and the heart in the middle of hope and afraid. Human being is also taught the application steps in ritual worshipping.

CHANGING CULTURE FROM THEORY TO PRACTICE

Most of people study the religion descriptively and normatively. They know about the description and the norm but in practicing the norm still trapped and debated in the differentiation ways in worship such as Muhammadiyah, Nahdatul ulama, Majelis Tafsir Qur'an and others. Most of Muslims understand well about Islamic teaching theoretically. The simple example is about cleanness and reading. Islam teaches ho to keep cleaning well event the is a proverb "The cleanness is part of belief". And there are several verses to keep cleaning body and soul in holy Qur'an. Unfortunately the Muslims did not aware of the danger that is caused by dirty such as illness, flood, end the other disaster. Reading is also important part of life because it will shape the culture of the society and decide the rise of the society. There is strong different between Muslim countries and non Muslim countries. Non Muslim countries tend to be advanced country because they read the books. However, it is not too late to build Islamic culture especially culture in reading.

THE COMPREHENSIVE METHOD IN KHAWAATIRU SYAABIN

Concept of *Khawaathiru Syaabin* in Islamic culture building consist of three significant parts namely: thinking, feeling, and action. The most important changing is the changing of mindset *(fikr)*. The mind is like a driver that brings the car to the destination. If the mind is changing therefore the destination is also changing. The changing of mind is inadequate without feeling, emotion, and courage. Feeling *(qolb)* is like the fuel that give the power to move the car. But the feeling is inadequate without the mind because the fuel cannot move the car without the driver. The driver not only

³⁶⁹QS Al-Baqarah: 175



needs the fuel but also needs skill and appropriate action (suluk) to reach the destination safely

Thinking

In building Islamic culture the most important to change is the mind from the fixed mindset to growth mindset. Dr. Carol Dweck, a professor of psychology at Stanford University, Explained that

"If you have the fixed mindset, you believe that your talents and abilities are set in stone-either you have them or you don't. You must prove yourself over and over, trying to look smart and talented at all costs. This is the path of stagnation. If you have a growth mindset, however, you know that talents can be developed and that great abilities are built over time. This is the path of opportunity-and success" 370.

That statement shows that since the people have the bad mindset that needs long time to be success person. It emphasizes that if you want to change small thing just change your behavior but if you want to want to have the great changing change your mind set. This statement signifies that the changing of mind or mindset can leads to success. More specifically, her work has demonstrated the role of mindsets in students' motivation and has illuminated how praise for intelligence can undermine motivation and learning.

In line with this opinion Tung Desem Waringin explained that the mindset can influence the action³⁷¹. And the action will lead to the maximum potential of people. Therefore Muslim people should change their mind from fixed mindset to growth mindset. Fixed mindset is a mindset that is static, negative, unconfident, and feeling lack in all condition. While growth mindset is positive, optimistic, confident, there is a will to change to be better. This is the mindset that is hoped all Muslim have it.

FEELING

The second concept to change the culture is by using feeling. Literature can influence toward the changing is by evoking the audience emotion that touch the heart of the reader. When the author can evoke the audience emotion, he will easily deliver the messages compared to the author that only deliver by describing rationality. Ask the audience to feel enjoying all the pleasant condition and feeling misery with all the burden that should be avoided. The detail condition of the audience future life will lead the changing motivation.

³⁷¹ Desem Waringin Tung. Financial Revolution action. Jakarta: Gramedia. 2011. P.20

³⁷⁰ Dweck Carol the professor psychology from Stanford University



In several motivation seminar is found how strong the affirmation can change people's life. To change people's life can be started by giving the positive affirmation in unconscious mind. The society will leave the bad habits or will get new skill. The affirmation that is given should be positively because the unconscious mind do not understand about negation sentence. For example: to stop smoking it should be given the affirmation "I want to live healthy" instead of I want to stop smoking. This story illustrate how strong positive emotion can work:

Beno sent the application letters. Unfortunately he is unconfident, he feels that he was fail, and inappropriate to get success. He beliefs that he will fail in getting the work. He has negative feeling toward himself even he beliefs that the other applicants are better and more qualified than him. Beno has this attitude because of the bad experience that he got from the previous job interview. His feeling is filled by worrying and afraid of this job during the week before he is interviewed. He believes he will not be accepted. In the day of interview he wakes up late, his fear comes to the reality. He finds his shirt is dirty and the other is rumpled. Finally he decided to wear the rumpled shirt in avoiding of coming late. During interview he feel strained, negative behavior, worrying of his shirt and feeling hungry because he doesn't have enough time to do breakfast. All of these conditions him cannot focus to interview. All of his attitude gives the bad impression as the result of his fear that comes true. Finally he failed in getting that job.

On the other hand, Budi also apply the same job. He feels different from Beno. He believes that he will get that job. During the week of interview, he visualizes that he will success in getting the job. The night before interview, he prepares the clothes that he want to wear for interview. He sleeps early than usual. The day of interview, he wakes up early so that he has available time to do his breakfast, and comes to the place in time. He has time to wait interview begins. He got this job because of the positive thinking toward his attitude. Of course he is qualified to get that job as Beno.

This story tells us how important positive thinking, and positive feeling are. There is no magic thing in that story. All happened naturally. The inner voice can talk into a lot of trouble or it can create a positive outlook that changes the life experience. If people have positive emotion, the attitude and behavior will be positive, the positive visualization constructively, and the dream that is hope will come true. This case will bring enlighten, power, and happiness. The self will shows goodness, happiness, and success. Besides, the positive thinking will give several benefits for the health. The people will stand up, authoritative, and body language shows the feeling.

In evoking the emotion of the audience the author can compare one group to the other group of society that succeeded in changing the culture. The success will raise the new motivation as an early step to change.



ACTION

Thinking and feeling is inadequate in doing the changing. It is like the car that has driver and fuel but does not have the goal or destination to be visited. It will be completely changing by doing the action. After improving the mind and feeling of society, the next step is giving the real concept of changing that can be the first ladder to be stepped. The great changing should be started from the small thing. It is like the long journey that should be started by the first moving of food or the first step. Mark Twain said, "The secret of getting ahead is getting started. The secret of getting started is breaking your complex overwhelming tasks into small manageable tasks, and then starting on the first one." ³⁷²

The good thinking and the good feeling will not be the guarantee the success of realizing the work. If the ideas meet the concept the action will be happen. For example: a general that has brilliant strategy of war sometime he does not clever in shooting. He needs the skilled military group formation to start action and shoot enemies.

The three key stages that is thinking, feeling and action are needed in order to reach the goal or dream. When they are combined together and only together, the dream can come into reality. If just one of these steps are missing, it will not be possible to accomplish the desire. Therefore if the balance of thinking and great action is reached, the success will be reached as the proverb said "A good start is a half of battle". This statement signifies that the quality of thinking is important. It will leads the result that will be get. On the contrary, the action without smart concept will be in vain like a person that swims opposite the stream by using the strong body and hard willing.

God created this world by using the great concept. Not only creating accidentally and fortunately. The one that does not follow the God command will fall into the depth of misery. Therefore God explained that studying is the obligation. As the hadits said studying is the obligation for all Muslim males and females. People have to try to be better that ever before. The cleverer, smarter, and more success people in the future are like the God's willing. So, give the right motivation and a suggestion toward the society and invite them to stop dreaming today and let's start action from the smallest thing and the simplest thing.

KHAWAATIRU SYAABIN TRIES TO MOTIVATE READING INTEREST OF ARABIC NATION

As mentioned before, *Khawaatiru Syaabin* has various themes that can be enjoyed randomly, one of the most interesting theme is the effort of *khawaatiru Syaabin*

³⁷² Thinkexist.com



to raise the reading interest for Arabic people. Syuqairi sees that Muslims should love the books because emotionally Muslim closely related to the God's command to read. This is the first revelation "Read" not to worship or to belief the one and only of the god Almighty. It means that reading has very important role in daily life. By reading holy Qur'an for example people can get the whole laws of life from the simplest thing to the most difficult problems. The content is appropriate to the society since the early years to the present day.

Based on this case, Syuqairi stated "it is a natural law for the changing of culture and civilization. For the nation that eager to read will raise the degree of the nation although they are non Muslim. On the contrary the nation that is lazy to read they will be left behind with the advanced country. This law will be happened to all the counties although they are Muslim" 373.

In Khawaatiru Syaabin there is three topics related to the effort to raise the reading interest, they are as follows:

- 1. Episode 2 the 26th serial of speech entitled : Why do I read a book? It is found in URL : http://www.youtube.com/watch?v=uK3gNpYOHlc
- 2. Episode 3 the 24th serial of speech entitled: Who are the diligent in reading will be the future leader. It is found in URL: http://www.youtube.com/watch?v=azkJwE5Ilto
- 3. Episode 5 the 19th Serial of speech entitled Japan, the eager country to read. It is found in URL http://www.youtube.com/watch?v=zkkSQg4OUGM

At the 2nd Episode serial 26, Khawaatiru Syaabin shows the background of book store and the young Arabian people that want look for the theme. This episode explain about by using the book, people can get the new skill that they want or release the bad habits in their selves.

There are some tricks that is given before buying the book. The first is, reading the acknowledgement, it can be traced the reason of the author writing the book and people can get the general information about the book that they will buy. Besides, people is advised to read the table of content that reflects the detail problem that is written. From the table of content people can decide whether the book is really important for them or the book is the real book that they need. In the last part, Khawatiru Syaabin gives the time for the young people to criticize and to appreciate the book as the appreciation for them that wanted to read the book.

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³⁷³ Movie Khawaatiru syaabin Episode 3 serial 24



Different from the last episode, episode 3 the 24th serial the concept of delivering the speech is more formal by using speech from Syuqairi. There are several important points. They are will be explained as follows:

The Importance Reading In Islamic Cultural Building

Muslim at the first years are poor and illiterate. The first revelation is teaching people to read.

Reading has significant role in building Islamic culture. Prophet Muhammad stressed this very real need for reading. When Badr war happened, many of the enemy combatants were held as prisoners. There is a strange command from the prophet Muhammad to the prisoner that is they have to teach 10 Muslims to read and write in order to get their freedom. This case signifies that By reading people can improve their knowledge and can broaden the intelligence. Prophet Muhammad encouraged his followers to broaden their horizons by seeking knowledge. In one hadits said "seek the knowledge even to the depths of China" He welcomed warmly traders from different countries in Madinah to have his followers learn and appreciate their cultures.

A milestone in the development of Islam was marked during the treaty of Hudaybah. The Muslims were venturing back to Makkah to perform the pilgrimage ritual. They were stopped by the Quraysh - the tribe now worried that the Muslims were growing stronger. If the Muslim stronger they are afraid that Muslim will take over the power of Quraish. Treaty was enacted to reject Prophet Muhammad and his followers to only perform the rite the following year. In return, the Quraysh promised 10 years of peace between themselves and the Muslims. In addition to that, the Muslims were also free to spread the message of Islam.

Upon the enactment of this document, the Muslims jumped at the opportunity to teach followers of other faiths what they had learned about their new religion. Little did they know, the treaty was to be breached two years later by their nemesis. They paraded into Makkah with full triumph and reclaimed the land that was rightfully theirs. None of this would have happened should the Muslim entourage not have the ability to read and agree to the contract.

Reading the Qur'an: plenty of blessings

As the command of reading, reading can bring the honor for the people. People will know the knowledge and science and also can solve the problems well. Besides those important reading as khawatiru syaabin mentioned, there is a great blessing by

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reading Holy Qur'an. Most importantly for Muslims is the desire to read the Qur'an. Reading the Qur'an however, also means to understand the words and to practice what is being taught. Muslims are told that the ranking of Muslims in Paradise would be determined by the number of Qur'anic verses a Muslim has learned during his or her lifetime. Allah says, "Those who recite the Book of Allah, and establish the prayer, and spend of that which We have bestowed on them secretly and openlu, they look forward to imperishable gain, that He will pay them their wages and increase them of His grace. Lo! He is Forgiving, Responsive." ³⁷⁵. Allah also give reward for the recitors of the holy Qur'an. Muhammad reminded, "Those who recite the Qur'an beautifully are like the noble scribes (angels)l but as for those who are struggling to read it with hardship will merit double rewards," ³⁷⁶

The third topic is different from the first and the second, in this topic the scene is located in Japan. All of the series in the fifth episode shows the reflection of the team Khawaatiru Syaabin's journey to Japan. Syuqairi starts the speech by asking "is it logic that Iqro generation, in which the first revelation is reading still have 40% illiterate? Imagine there are 40% people of Arabic people is illiterate. This phenomenon is happened in the twenty first century. On the other hand, Japan several years ago celebrated the commemoration of the success the last citizen that can read. Now, there is no single person in Japan that illiterate. All of them can read".

Japan country respect and consider the book as significant thing. In Tokyo, reading activities colored the daily activities of the citizen although the rush hour. They read in café, market, park, and the road even in public transportation. This scene is contradictory with public transportation in Arab. Almost all the people only enjoying the public transportation without reading. There is unique tools in Japan that is called by vending machine. In the other countries, this machine is used as drinking selling machine but in Japan this machine is used as book seller. People can by the book through this machine. People can type the title that they choose than the book will give the information of the price and the book will exit from the machine. Finally the people can take the book and the change of the money.

There is a great library in the middle of town. This library consist of thousand books that are written in Japan language. In front of the library there is a small statue that shows the small child from poor family while bringing the fire wood he bring read book. Under the statue is written although the activities and the life press him but he never leave his book. Finally the child become the great leader. In this library there is nine floor. Almost all the books are written in Japan. Some publishers uses and consider

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³⁷⁵ Q.S Fatir: 29-30

Movie Khawaatiru Syaabin Episode 5. Serial 19



the picture to illustrate the content of the books and those picture can make the book more interesting. Syuqairi really hoped that this method is adapted and tested in Arab.

THE IMPACT OF KHAWAATHIRU SYAABIN TOWARD THE AUDIENCE AS FOUND IN YOUTUBE

There are three approaches have been widely applied to explain the cultural functions or significance of literature. They are: impact or effect theories, deterministic theories, and symbolic or reflective theories. This research is viewed based on impact or effect theories. Cawelty said that "impact theories are the oldest, simplest, and most widespread way in which men have defined the cultural significance of literature. Such theories assume basically that literary forms and/or contents have some direct influence on human behavior" Based on this statement, *Khawaathiru Syaabin* is portrayed from youtube by seeing several comments from the audience. From those comments are taken several samples that reflects the impact toward the audience behavior. The behavior can be seen from the words that is used because the human behavior is controlled by the thinking and feeling.

Further, Cawelty explained the impact approach also dominated by mass communications research in its earlier years, when sociologist primarily interested in propaganda and its effects. Propaganda research sought to show just how and in what ways a literary messages could have an effect on attitudes and behavior. This statement emphasizes how important the role of mass communication as youtube can bring the effects toward its audience. Therefore the following explanation deals with the audience comments.

URL 2 26 Youtube episode series found in http://www.youtube.com/watch?v=uK3gNpYOHlc recently it has 7.587 views. There are several comments and thanking to the author. Such ashleylover543 said, "my hobbies are reading and writing. Most of people do not like these hobbies. If this case continued they cannot develop. Alexasndra31 replied that "this habit is not right the people that like reading will found the ease and on contrary to that do not like reading will find difficulties. The other comment, Jiyalil Ghad said, "I like reading because I want to extend my horizon, change myself, and be the model for society. I read to know something that I haven't know, to participate in building the society and the nation. I read to do the God's command".

The other *Khawaatiru Syaabin* serial speech is found in URL Youtube http://www.youtube.com/watch?v=azkJwE5Ilto . there are 6.746 views. One of the

³⁷⁸ (Cawelty, John G. Adventure, mystery, and Romance: Formula stories as art and popular Culture (Chicago: university Chicago Press. 1976) p.22 lbid



comments is: Unfortunately, I have been old and never use my time to read. Now, I am interested in reading, I want to start reading with my childhood friends after watching this movie. Thank you Syuqairi.

The other *Khawaatiru Syaabin* serial speech episode 5 serial 19 is found in URL http://www.youtube.com/watch?v=zkkSQg4OUGM it has 50.921 views. There are several pros and contrast in this topic that is expressed in Arabic language. For example: remy18162 said, "in my office there is a library that is never visited except my friend and I." ReEeemAaa555 replied, "actually I ever visited there. They are a great nation because of practicing the rule and knowing the good deed"

Unfortunately, in Saudi the activities of reading is rare even in studying at school the students dislike with learning atmosphere. It needs the innovation in teaching and learning process.

Khawaatiru Syaabin speech is a small movie that can be easily consumed, understood by mass society, moreover in the society that the culture is lack and weak in reading book such as Indonesian people. Therefore the impact of Khawaatiru Syaabin in youtube is the reflection that this small movie can change human behavior at least the awareness of the important of reading in daily life that can raise the culture in the society.

CONCLUSION

It is important to build Islamic culture in the society through literature since literature is the mirror of the society that can bring the messages in beautiful way. One of the ways is by using a sophisticated technology as the development of Information and Technology recently. The social media like youtube is effective to spread Islamic teaching, building Islamic culture as the development of popular culture in the society almost all individuals accessed youtube as the reference in searching news, information, and knowledge. *Khawaatiru Syaabin* is presented in a great concept that is the integration among three aspect namely thinking, feeling and action. This concept is packaging with the beautiful animation and comprehensive material so that the messages are easily understood and can bring the great impacts toward the audience. This concept explores the important of reading for human being. The God will honor and raise the degree of the reader.



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Thinking, feeling and acting positive can make you successful

http://voices.yahoo.com/thinking-feeling-acting-positive-you-550660.htm

The positive Approach: Thought- Feeling – action http://www.trans4mind.com/positive/positive8.shtml