

## SPIRITUAL TRANSFORMATION IN THE DIGITAL ERA: A STUDY OF SUFISM DIMENSIONS IN ANGELINA SONDAKH'S SOCIAL MEDIA CONTENT

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### Abstract

*This study explores the dimensions of Sufism as presented in the social media narratives of Angelina Sondakh, an Indonesian public figure who experienced significant personal transformation. After facing legal challenges and imprisonment, Angelina's journey towards spiritual introspection and her embrace of Sufi practices became a prominent aspect of her social media presence. Using platforms like Instagram and YouTube, she shares her experiences with Sufism, focusing on themes of inner purification (tazkiyah al-nafs), submission to divine will (tawakal), and mindfulness (muraqabah). This research investigates how these spiritual practices are articulated in the digital space and how they resonate with her followers. Through qualitative analysis of her social media content, the study examines the ways in which Sufism is communicated, the authenticity of her spiritual transformation, and the responses from her audience. The findings suggest that social media can serve as an effective platform for conveying spiritual values, while also presenting challenges related to maintaining authenticity in the public eye. Additionally, this study highlights the potential for Sufism to remain relevant and accessible in the digital age, offering insights into the intersection of spirituality and modern technology. This research contributes to the growing field of digital spirituality and provides a case study on how public figures use social media to engage in personal transformation and promote spiritual teachings.*

**Keywords:** Angelina Sondakh's, Social Media Content, Spiritual, Tasawuf, Transformation

### Abstrak

Penelitian ini mengeksplorasi dimensi tasawuf yang tersaji dalam narasi media sosial Angelina Sondakh, seorang publik figur Indonesia yang mengalami transformasi pribadi secara signifikan. Setelah menghadapi tantangan hukum dan pemenjaraan, perjalanan Angelina menuju introspeksi spiritual dan penerapan praktik sufi menjadi aspek penting dari kehadirannya di media sosial. Melalui platform seperti Instagram dan YouTube, ia berbagi pengalamannya dengan tasawuf, dengan fokus pada tema penyucian batin (tazkiyah al-nafs), ketundukan pada kehendak Tuhan (tawakal), dan kewaspadaan (muraqabah). Penelitian ini menyelidiki bagaimana praktik spiritual ini diartikulasikan dalam ruang digital dan bagaimana praktik tersebut diterima oleh para pengikutnya. Melalui analisis kualitatif terhadap konten media sosialnya, penelitian ini mengkaji cara-cara tasawuf dikomunikasikan, keaslian transformasi spiritualnya, dan tanggapan dari audiensnya. Temuan ini menunjukkan bahwa media sosial dapat berfungsi sebagai platform yang efektif untuk menyampaikan nilai-nilai spiritual, sekaligus menghadirkan tantangan terkait menjaga keaslian di mata publik. Selain itu, penelitian ini menyoroti potensi tasawuf untuk tetap relevan dan mudah diakses di era digital, menawarkan wawasan tentang titik temu antara spiritualitas dan teknologi modern. Penelitian ini berkontribusi pada berkembangnya bidang spiritualitas digital dan memberikan studi kasus tentang bagaimana tokoh masyarakat menggunakan

media sosial untuk terlibat dalam transformasi pribadi dan mempromosikan ajaran spiritual.

**Kata Kunci:** Angelina Sondakh, Konten Media Sosial, Spiritual, Tasawuf, Transformasi

## Background

In the era of digitalization, social media has become a significant space for communication, self-expression, and sharing personal experiences.<sup>1</sup> Social media platforms such as Instagram, YouTube, and others provide an opportunity for individuals, including celebrities, to share their personal journeys, including spiritual ones.<sup>2</sup> These platforms allow individuals to craft narratives that not only convey personal change but also resonate with a broader audience.

In the digital era, characterized by rapid technological advancements and unprecedented connectivity, spirituality is experiencing profound shifts.<sup>3</sup> Spiritual transformation, defined as the deep and meaningful evolution of one's inner self in connection with transcendent values or principles, is now intersecting with the dynamics of a digitally interconnected world.<sup>4</sup> This convergence brings both challenges and opportunities, reshaping how individuals and communities engage with spiritual practices and ideas. The digital era has democratized access to spiritual resources. Online platforms offer a wealth of teachings, philosophies, and rituals from diverse traditions, enabling individuals to explore spirituality beyond geographical or cultural constraints. Podcasts, webinars, and digital texts provide easy access to spiritual mentors and thinkers. Applications like Insight Timer, Calm, and Headspace bring mindfulness and meditation into the palms of millions, fostering spiritual practices in previously unreachable audiences. Moreover, virtual communities on social media platforms such

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<sup>1</sup>María Del Carmen Pérez-Fuentes et al., "Self-Expressive Creativity in the Adolescent Digital Domain: Personality, Self-Esteem, and Emotions," *International Journal of Environmental Research and Public Health* 16, no. 22 (2019): 1–14.

<sup>2</sup>Yarrow Kae Bucans, "Instagram , Addiction , and Spirituality : Remaining Human in a Social Media World by Yarrow Kae Bucans Submitted in Partial Fulfillment of the Requirements for the Degree of Master of Arts in Counseling Psychology Pacifica Graduate Institute," *Proquest* no. 13807459 February (2019). 1-54

<sup>3</sup>Lilis Andarwati, "Sufisme Perkotaan Dan Pedesaan Di Era Modernisasi Dan Sekularisasi," *Universum* 10, no. 1 (2016): 41–48.

<sup>4</sup>Rubaidi, "Reorientasi Ideologi Urban Sufism Di Indonesia Terhadap Relasi Guru Dan Murid Dalam Tradisi Generik Sufisme Pada Majelis Shalawat Muhammad Di Surabaya," *Teosofi: Jurnal Tasawuf dan Pemikiran Islam* 5, no. 2 (2015): 294–320.

as Facebook, Instagram, or Discord provide spaces for dialogue and collective growth, enabling individuals to find belonging in global spiritual networks.<sup>5</sup>

However, this digital accessibility comes with its own challenges. The vast amount of information available can overwhelm seekers, diluting the depth and authenticity of spiritual experiences. The rise of commercialized spirituality, where teachings are packaged as products for consumption, risks reducing spiritual practices to fleeting trends. Additionally, the addictive nature of digital platforms can distract individuals from deep contemplation and self-reflection, essential components of spiritual growth.

Despite these challenges, technology also presents unique opportunities to deepen and expand spiritual engagement.<sup>6</sup> Virtual reality (VR) and augmented reality (AR) create immersive environments for spiritual experiences, such as virtual pilgrimages to sacred sites or simulations of meditative landscapes.<sup>7</sup> Wearable technology and apps can monitor physical and emotional states, offering tools to enhance mindfulness and foster spiritual balance. The digital era's interconnectedness also facilitates cross-cultural exchanges, encouraging dialogues that enrich and evolve spiritual understandings.<sup>8</sup>

The transformation of spirituality in this age extends beyond individual practices. Culturally, it is fostering a hybridization of spiritual traditions, blending ancient wisdom with modern insights. This hybridity can lead to innovative practices that resonate with contemporary lifestyles while preserving timeless values. For instance, some spiritual leaders are integrating traditional teachings with digital platforms to engage younger generations. Similarly, grassroots movements leveraging social media create inclusive spaces for discussions on spirituality, ethics, and meaning.

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<sup>5</sup>Lucy Pujasari Supratman, "Penggunaan Media Sosial Oleh *Digital Native*," *Jurnal ILMU KOMUNIKASI* 15, no. 1 (2018): 47-60.

<sup>6</sup>Talib Hussain and Dake Wang, "Social Media and the Spiritual Journey: The Place of Digital Technology in Enriching the Experience," *Religions* 15, no. 5 (2024): 1-28.

<sup>7</sup>Joshua L. Mann, "11 Augmented Reality, Virtual Reality, and Religion: Recent Developments and Their Significance," *Oxford Academic* (2019): 195-212.

<sup>8</sup>Nisa Taptiani et al., "The Impact Of Globalization On Local Culture," *International Journal of Progressive Sciences and Technologies (IJPSAT)* 45, no. 1 (2024): 92-102, <https://ijpsat.org/index.php/ijpsat/article/view/6233>.

At the same time, the essence of spirituality—centered on inner peace, compassion, and connection—faces the test of navigating a fast-paced digital environment. To sustain meaningful transformation, individuals and communities must strike a balance between embracing technology and maintaining the depth and integrity of their spiritual paths.

The digital era is both a catalyst and a crucible for spiritual transformation. While it challenges traditional notions of spirituality with its distractions and commodifications, it also offers unprecedented avenues for growth, connection, and exploration. By mindfully integrating technology into spiritual practices, humanity can ensure that the core values of spirituality—introspection, interconnectedness, and transcendence—continue to thrive in this evolving digital landscape.

One of the phenomena in this digital landscape is the increasing presence of spiritual and religious content shared by public figures, particularly in the context of Islamic spirituality, for instance the trend of using *viel* (jilbab).<sup>9</sup> In the case of Angelina Sondakh, her spiritual transformation, which aligns with many Sufi concepts such as inner purification (*tazkiyah al-nafs*), submission to divine will (*tawakal*), and mindfulness (*muraqabah*), has garnered significant attention. Through her youtube channels, she actively engages her followers, sharing her experiences and insights into her spiritual journey.

This research is significant as it offers a detailed investigation into how the concepts of Sufism can be conveyed through digital platforms, especially by a public figure whose transformation is both personal and highly visible. It delves into the ways that Angelina has utilized social media to integrate Sufi teachings into her daily life, portraying Sufism not only as a religious practice but also as a way of navigating modern life's challenges, particularly in the public eye.

The importance of this study lies in understanding how religious and spiritual values, particularly those rooted in Sufism, can find relevance in the contemporary digital age. Social media is not only a tool for entertainment but also a space where personal growth, spirituality, and inner peace can be shared. The challenge is to present

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<sup>9</sup>Muhammad Zain et al., "Hijab Discourse in Indonesia: The Battle of Meaning Between Sharia and Culture in Public Space," *Samarah* 7, no. 3 (2023): 1661-1681.

these values authentically, in a way that resonates with a global and diverse audience, while also navigating the often performative nature of digital platforms.

This research focuses on exploring the dimensions of Sufism as presented in the social media narratives of Angelina Sondakh, an Indonesian public figure who has undergone significant personal transformation. Following a period of legal issues and imprisonment, Angelina's shift towards spiritual introspection and her adoption of Sufistic practices have become prominent in her social media presence.

This research is expected to fill a gap in the academic literature by examining the intersection of Sufism and digital media, specifically focusing on a case study of a public figure's spiritual journey shared via social media. The findings are expected to provide insights into how digital platforms can be used to promote spiritual teachings, how spirituality is perceived and accepted in the digital realm, and the implications of such a phenomenon for both the individual and society.

## **Method**

This study employs a qualitative approach with a content analysis method to examine the spiritual transformation within the context of the digital era. Specifically, it investigates the dimensions of Sufism reflected in Angelina Sondakh's social media content. By exploring her posts, captions, visuals, and engagement, this research aims to uncover how Sufistic values are conveyed, practiced, and perceived in the digital space. The primary data consists of Angelina Sondakh's social media content, including: Posts, captions, videos, and images from platforms such as Instagram, YouTube, or other accessible channels she actively uses. Comments and interactions between her and her followers, reflecting public reception of her spiritual messaging. Meanwhile the secondary data includes document related to spirituality literature, biographical information about Angelina Sondakh, focusing on her spiritual journey and transformation and some related articles on Angelina. Data Collection consist of Techniques Content Analysis: Systematic observation and coding of Angelina Sondakh's posts to identify themes and narratives related to Sufistic teachings. Textual Analysis: Detailed examination of captions, quotes, and video scripts to interpret their alignment with Sufism principles. Interaction Analysis: Evaluation of engagement metrics (likes, comments, shares) and qualitative interpretation of follower feedback to

assess the impact of her spiritual messages. This methodology will provide a comprehensive understanding of how Angelina Sondakh's digital presence reflects Sufism's principles, contributing to broader discussions on spiritual transformation in the digital age.

### Literature Review

#### a. The Dimensions of Sufism in Islam

Sufism is a spiritual branch within Islamic tradition that focuses on the purification of the heart, closeness to God, and the search for a deeper meaning in life. According to Nasr (2007), Sufism is the path to spiritual realization that emphasizes introspection, dhikr (remembrance of God), and controlling the ego. These elements aim to achieve spiritual states such as patience (*sabr*), gratitude (*shukr*), trust in God (*tawakal*), and sincerity (*ikhlas*). Sufism also has a strong social dimension. Al-Ghazali, in *Ihya Ulumuddin*, stresses the importance of simplicity, honesty, and devotion to society as part of the spiritual journey. In the modern context, these values remain relevant in helping individuals face the challenges of a world filled with materialism and competition.

The mystical dimension in Islam, often referred to as Sufism or Tasawwuf, represents a profound spiritual path aimed at attaining closeness to Allah and experiencing divine reality.<sup>10</sup> Rooted in the Quran and Hadith, this dimension focuses on the inward purification of the soul and emphasizes the experiential aspect of faith. Unlike the outward practices of Islam that emphasize legal and ritualistic adherence, Sufism delves into the esoteric, seeking to uncover the spiritual essence behind these practices.<sup>11</sup>

At the heart of Sufism lies the quest for Tawhid—the oneness of Allah. While this concept is foundational to all of Islam, Sufism emphasizes the experiential realization of this unity, where the individual perceives Allah's presence in every aspect of existence. Sufis aim to transcend worldly distractions and align their hearts with the divine, achieving a state where they fully submit to Allah's will. This process often involves a journey of self-purification

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<sup>10</sup>Shahida Bilqies, "Understanding the Concept of Islamic Sufism" 1, no. 1 (2014): 66.

<sup>11</sup>Ajay Kumar Ghosh and Sumeer Ahmad Mir, "A Short Introduction to Origin, Beginning, and History of Sufism or Tasawwuf," *International Journal of Management and Applied Science* 2, no. 12 (2016): 75-82.

(tazkiyah), aimed at removing spiritual diseases like pride, envy, and greed, which hinder the soul's progress toward the divine.<sup>12</sup>

A key component of this mystical journey is the concept of Ihsan, defined as worshipping Allah as though one sees Him, and even if one cannot see Him, knowing that He sees everything. Ihsan represents the essence of Sufism, where mindfulness transforms every action, no matter how mundane, into an act of worship.<sup>13</sup> Through this heightened awareness, Sufis cultivate a deep connection with Allah, which is reflected in their daily lives through acts of compassion, humility, and service to others.

Sufi practices are designed to nurture this intimate bond with the divine. Dhikr (remembrance of Allah) is a central practice, involving the repetition of Allah's names or phrases from the Quran to cleanse the heart and maintain focus on the divine.<sup>14</sup> Other practices include muraqabah (meditation), which fosters inner awareness, and sama (listening to spiritual music or poetry), which is believed to evoke love and longing for Allah. These practices are often guided by a Sufi master (shaykh) who mentors disciples on the spiritual path.

The mystical dimension in Islam also emphasizes the transformative power of love (mahabbah) for Allah.<sup>15</sup> Sufis perceive divine love as the driving force of existence and the ultimate goal of human life. This love is not limited to personal devotion but extends to all creation, as Sufis believe that serving humanity and living ethically reflect one's love for the Creator. Renowned Sufi poets like Rumi and Rabia al-Adawiyya have articulated this love through their poetry, portraying it as a means of transcending the self and merging with the divine.<sup>16</sup>

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<sup>12</sup>Maula Sari and Marhaban Marhaban, "The Self Purification Through Dhikr in the Perspective of Imam Al-Ghazali," *Tasfiyah: Jurnal Pemikiran Islam* 7, no. 2 (2023): 339-359.

<sup>13</sup>Made Saihu, Suparto Suparto, and Lilis Fauziah Balgis, "Nalar Tasawuf Dalam Pendidikan Islam: Kajian Atas Makna Ihsan Dan Relevansinya Dengan Pendidikan Karakter," *Edukasi Islami: Jurnal Pendidikan Islam* 10, no. 001 (2021): 181-198, <https://jurnal.staialhidayahbogor.ac.id/index.php/ei/article/view/1844>.

<sup>14</sup>Ahmed Zaranggi Ar Ridho and Safira Malia Hayati, "Konsep Zikir Sufistik Dalam Tafsir AL-Qur'ān AL-Karīm Karya Mullā Ṣadrā," *JOUSIP: Journal of Sufism and Psychotherapy* 2, no. 2 (2022): 167-182.

<sup>15</sup>Kamaruddin Mustamin, "Konsep Mahabbah Rabi'ah Al-Adawiyah," *Farabi* 17, no. 1 (2020): 66-76.

<sup>16</sup>Cici Sulista and Abdul Latif, "Perbandingan Gaya Bahasa Pada Puisi 'Aku Mencintaimu Dalam Diam' Karya Jalaluddin Rumi Dengan Puisi 'Cinta Yang Agung' Karya Kahlil Gibran," *Al-Fathin: Jurnal Bahasa dan Sastra Arab* 3, no. 01 (2020): 104.

Sufism also introduces the concepts of fana (annihilation of the self) and baqa (subsistence in Allah). These stages represent the ultimate spiritual transformation, where the ego dissolves, and the individual attains unity with Allah's will while continuing to engage in worldly life with divine awareness.<sup>17</sup>

In conclusion, the mystical dimension in Islam offers a rich and profound pathway to spiritual enlightenment. By focusing on inner transformation, divine love, and the realization of Allah's presence, Sufism serves as a timeless reminder of the essence of Islam: submission to Allah and striving for a life of meaning, compassion, and spiritual depth. In practice, Sufism is often integrated with local culture. In Indonesia, Sufi traditions have flourished through orders such as Qadiriyyah and Naqsyabandiyah, which offer teachings focused on the search for meaning in life through submission to God. With its adaptive characteristics, Sufism remains relevant amidst the evolving times, including in the digital world.

#### b. Social Media as a Spiritual Space

Social media has transformed the way people express their spirituality. According to Campbell and Tsuria (2021), social media provides a space for individuals to construct and share personal spiritual narratives that have a wide audience.<sup>18</sup> Platforms like Instagram, YouTube, and TikTok are often used to convey religious reflections, provide religious education, or even spread traditional teachings such as Sufism. Several studies have shown that social media is not just a communication tool but also a place where spiritual values can be popularized. Ahmad and Rahman (2020) note that viral religious content, including that based on Sufism, often reflects the societal need for deeper meaning in life amidst the pressures of the modern world. In this regard, public figures play an essential role as intermediaries who bridge traditional values with the digital audience. However, social media also brings challenges, particularly regarding the authenticity of spirituality. Sen and Hill (2020) remind us that spiritual narratives on social media often face the demands of algorithms and social

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<sup>17</sup>Nur Syazana Adam and Syed Hadzrullathfi Syed Omar, "[Fana 'in the Sufi Discourse of the Archipelago: An Overview of the Sufi Thought of Sheikh Daud Al-Fatani] Fana' Dalam Wacana Sufi Nusantara: Tinjauan Terhadap Pemikiran Sufi Sheikh Daud Al-Fatani," *Jurnal Islam dan Masyarakat Kontemporer* 16, no. 1 (2018): 22–32.

<sup>18</sup>Ruth Tsuria and Heidi Campbell & Kyong James Cho Wendi Bellar, "Transferred, Mediated or Transformed: Considering the Design, Features, and Presentation of Sacred Text Mobile Applications," *Journal of Contemporary Religion* 36, no. 1 (2021): 57–78.



expectations, which can lead to the commodification of spirituality.<sup>19</sup> Therefore, it is important to understand how individuals or public figures navigate the dilemma between delivering profound spiritual messages and maintaining their image in the public digital space.

### c. Spiritual Transformation Narratives of Public Figures

Public figures have a unique ability to influence spiritual discourse on social media. Angelina Sondakh is one example of a public figure who uses social media to share her narrative of spiritual transformation. In a study on the role of public figures, Heryanto (2021) notes that spiritual transformation narratives often attract attention because they offer a real example of how individuals face life's challenges through religious values. Such narratives not only reflect personal spiritual journeys but also serve as testimonies that inspire the audience. In the context of Sufism, these narratives often include elements such as deep introspection, forgiveness, and self-purification. However, narratives from public figures may also face skepticism, especially when audiences doubt the authenticity or motivation behind the message conveyed.

Several studies highlight key elements in spiritual transformation narratives:

1. Crisis as a Turning Point: Life crises, such as scandals or imprisonment, often serve as triggers for spiritual transformation. In this context, Sufi values like patience (*sabr*) and trust in God (*tawakal*) become essential foundations.
2. Use of Religious Symbols: Public figures often use Quranic quotes, hadiths, or spiritual reflections in their posts to strengthen the transformation narrative.
3. Interaction with the Audience: Social media allows public figures to interact directly with their audience, creating a sense of connection and relevance.

## Result and Discussion

### a. The Figure of Angelina Sondakh

Angelina Patricia Pingkan Sondakh, commonly known as Angelina Sondakh or Angie, is an Indonesian public figure with a life journey full of twists and turns. She is known as a former politician, actress, and an individual who underwent a significant spiritual transformation after facing various life challenges. Angelina was born on December 28, 1977, in Australia, and was raised in a family well-known in the fields of

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<sup>19</sup>Krisna Sen and David T Hill, "Media, Culture and Politic in Indonesia," 2020.

education and politics. She gained public attention after winning the 2001 Puteri Indonesia beauty pageant, representing North Sulawesi.<sup>20</sup> Her victory made Angelina one of the popular faces in Indonesia, opening doors for her career in entertainment and politics. After becoming Puteri Indonesia, Angelina ventured into politics by joining the Democratic Party. She successfully became a member of the Indonesian House of Representatives (DPR) for the 2004-2009 and 2009-2014 periods, representing Central Java. In the DPR, she was known as a young, intelligent, energetic politician with charisma. In 2005, Angelina married Adjie Massaid, an actor and politician from the Democratic Party. Their marriage was blessed with a son, Keanu Jabaar Massaid. However, their happiness was short-lived.<sup>21</sup> In 2011, Adjie Massaid passed away due to a heart attack, leaving Angelina emotionally devastated.

Angelina's career in politics was rocked when she was entangled in the corruption case related to the 2011 SEA Games Athlete's House project. She was accused of accepting bribes in her capacity as a member of the DPR and was sentenced to 10 years in prison. This case became one of the major political scandals involving figures from the Democratic Party, and Angelina became the media's focal point as a symbol of the legal struggle against corruption in Indonesia. During her imprisonment at the Pondok Bambu Women's Correctional Facility, Angelina underwent many changes in her life. She expressed deep regret for the mistakes she had made and began to draw closer to religion. This period of detention became a significant turning point in her spiritual journey.<sup>22</sup>

#### **b. Spiritual Transformation of Angelina**

In prison, Angelina decided to deepen her understanding of Islam. She actively studied religion, memorized the Quran, and began applying religious values in her daily life. She also began wearing the hijab as part of her spiritual commitment. After her release in 2022, Angelina emerged as a more religious and reflective figure. She frequently shared her spiritual experiences on social media platforms such as Instagram and YouTube. Her posts reflected deep introspection and a journey of Sufism, which became an integral part of her transformation. Angelina shared stories of how she

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<sup>20</sup>Wikipedia, *Angelina Sondakh*, n.d.

<sup>21</sup>*Ibid.*

<sup>22</sup>*Ibid.*

confronted regret, guilt, and the search for a greater meaning in life through Islamic teachings.<sup>23</sup>

Angelina used social media to convey spiritual messages, life reflections, and religious teachings to a broader audience.<sup>24</sup> With a personal and sincere communication style, she successfully attracted the attention of the public, inspiring them with her journey. Social media became her medium to connect with her followers and demonstrate that spiritual transformation can happen to anyone, regardless of their past. Angelina Sondakh's transformation serves as a real-life example of repentance, introspection, and a deep spiritual journey. Her story not only touches on the personal realm but also provides inspiration to the wider public, especially in Indonesia. In this context, Angelina blends elements of Sufism—such as introspection, trust in God (*tawakal*), and acceptance of fate—into a narrative that resonates with modern audiences. With her colorful life journey, Angelina Sondakh has shown that every individual has the opportunity to change and find inner peace, regardless of past mistakes. She exemplifies how spirituality can be a path to start a new chapter in life, even after facing the greatest challenges.<sup>25</sup>

### c. Representation of the Dimension of Sufism in Digital Narratives

Angelina Sondakh, a public figure and former politician, has undergone a significant spiritual transformation, which she consistently reflects through her social media content. Her posts—whether in text, video, or image format—serve as a medium to convey profound messages rooted in the principles of Sufism, the mystical dimension of Islam. By sharing her spiritual journey, she not only documents her personal growth but also inspires her audience to explore the deeper essence of faith.<sup>26</sup>

One of the key aspects of Sufism evident in her content is the emphasis on Tawhid, or the oneness of Allah. This is expressed in her captions and reflections, which often highlight Allah's sovereignty and omnipresence. Through these texts, Angelina frequently shares her gratitude for Allah's guidance, emphasizing the central Sufi concept of surrendering to the Divine will. Her words often echo the sentiments of

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<sup>23</sup>Kompas TV, *Angelina Sondakh*, 2022.

<sup>24</sup>Keema Intertainment, *Angelina Sondakh*, n.d.

<sup>25</sup>*Ibid.*

<sup>26</sup>Official Dakwah Channel, *Siapkan Tissue*, 2024.

reliance on Allah (tawakkul) and encourage her followers to trust in Allah's plans during times of hardship.<sup>27</sup>

In addition to text, Angelina uses video formats to delve deeper into spiritual teachings. These videos often feature her personal reflections, Quranic recitations, or discussions on the ethical and spiritual dimensions of Islam. For instance, she may discuss themes such as tazkiyah (self-purification), a fundamental Sufi practice focused on cleansing the heart of negative traits like arrogance and envy. By openly acknowledging her struggles and progress in overcoming these traits, she exemplifies the vulnerability and honesty central to the Sufi path.

Angelina's videos also incorporate the concept of Ihsan, or striving for excellence in worship and daily life. Ihsan, a cornerstone of Sufism, involves performing every act as though one is in the presence of Allah. Her videos often include personal stories of how she integrates mindfulness and sincerity into her daily practices, from prayer to interactions with others. This approach resonates deeply with her audience, many of whom find her authenticity and relatability a source of inspiration.<sup>28</sup>

In the visual dimension, Angelina shares images that often hold symbolic or spiritual significance. Whether it is a serene landscape, a mosque, or a moment of introspection captured in candid photography, these visuals convey the Sufi emphasis on finding Allah's signs in the world around us. The captions accompanying these images often include Quranic verses or Sufi poetry, further reinforcing the connection between her visual content and the mystical principles of Islam.

Another prominent Sufi theme in her content is mahabbah, or divine love. Angelina frequently shares messages of compassion, gratitude, and devotion to Allah, reflecting her journey of deepening love for the Creator. This love extends to her interactions with her followers, as she engages with them in ways that promote kindness and understanding, aligning with the Sufi principle of serving others as an act of devotion.

In conclusion, Angelina Sondakh's social media presence serves as a consistent representation of Sufism's dimensions. Through her heartfelt texts, engaging videos, and evocative images, she conveys messages of self-purification, divine love, trust in

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<sup>27</sup>*Ibid.*

<sup>28</sup>*Ibid.*

Allah, and mindfulness. Her journey exemplifies how spiritual transformation can be authentically expressed in the digital age, inspiring her audience to explore and embrace their own paths to spiritual growth. Some key elements of Sufism visible in her narratives include:

- a. **Introspection and Self-Awareness (Muraqabah):** Many of Angelina's posts reflect deep reflections on her past, feelings of guilt, and her commitment to becoming a better person. This narrative reflects the introspection that is central to Sufi teachings.
- b. **Acceptance of Fate (Tawakal):** Angelina often speaks about accepting fate, including the trials she has faced as part of a greater divine plan. This message aligns with the principle of tawakal in Sufism.
- c. **Dhikr and Purification of the Soul (Tazkiyah al-Nafs):** In some of her posts, Angelina shares practices of dhikr (remembrance of God) and prayer as a way to draw closer to God. This demonstrates how Sufi values are applied in everyday life.
- d. **Simplicity and Sincerity:** Angelina's posts often carry messages about the importance of living simply and sincerely, in accordance with Sufi teachings.<sup>29</sup>

d. Use of Social Media as a Sufi Platform

Angelina utilizes social media, particularly Instagram and YouTube, as her main medium to share her spiritual journey. In the digital age, social media has become a powerful platform for sharing personal narratives and inspiring others. Angelina Sondakh, a well-known public figure who has undergone a profound spiritual transformation, uses social media—particularly Instagram and YouTube—as her primary medium to document and share her spiritual journey. Through these platforms, she connects with a wide audience, offering insights into her faith, reflections on life, and inspiration rooted in Islamic principles.

*1. Instagram: A Visual and Reflective Space*

Angelina's Instagram account serves as a curated space for sharing visual and textual content that reflects her spiritual path. Her posts include a blend of heartfelt captions, serene images, and Quranic verses, often accompanied by personal reflections on life's trials and the lessons they have taught her. She uses this platform

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<sup>29</sup>Intertainment, *Angelina Sondakh*.

to emphasize themes of gratitude, patience, and trust in Allah (tawakkul), resonating deeply with followers who seek similar guidance in their own lives.<sup>30</sup>

Her Instagram feed also highlights her daily practices, such as prayer and self-reflection, which are integral to her spiritual growth. For instance, she often posts images of her prayer mat, Quran, or moments of solitude, paired with captions that delve into the significance of these practices. Such posts not only showcase her dedication but also inspire her audience to prioritize their own spiritual practices amidst the distractions of modern life.

Angelina's Instagram Stories and Reels allow her to engage with her audience in a more dynamic way. She shares short, candid clips of her reciting Quranic verses, reflecting on Sufi poetry, or discussing contemporary spiritual challenges. By utilizing these features, she creates an interactive space where followers can ask questions, share their thoughts, and feel a sense of connection with her journey.<sup>31</sup>

### ***2. YouTube: A Platform for In-Depth Spiritual Content***

While Instagram offers a snapshot of her spiritual life, YouTube provides Angelina with a platform for more in-depth content. Her YouTube channel features longer videos that explore various aspects of her faith and spiritual growth. These videos often include personal testimonies, Quranic studies, and reflections on her life experiences, allowing her to delve deeper into the nuances of her journey.

Through her YouTube videos, Angelina discusses topics such as self-purification (tazkiyah), resilience during trials, and the transformative power of repentance. She also uses this platform to share motivational content, often drawing on Islamic teachings to provide practical advice for living a meaningful and spiritually enriched life. The longer format enables her to engage more comprehensively with her audience, addressing their questions and sharing lessons from her own experiences.<sup>32</sup>

### ***3. Building a Community of Faith***

One of the most impactful aspects of Angelina's social media presence is her ability to foster a sense of community. By consistently engaging with her followers, responding to their comments, and encouraging discussions about faith and

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<sup>30</sup>Angelina Sondakh, *Angelina Sondakh (@angelinasondakh09) - Instagram*, n.d.

<sup>31</sup>*Ibid.*

<sup>32</sup>Entertainment, *Angelina Sondakh*.

spirituality, she has created an inclusive digital space where people can learn, share, and grow together. Her authenticity and vulnerability make her content relatable, allowing her to connect with a diverse audience, from those beginning their spiritual journey to seasoned practitioners seeking renewed inspiration.

## Conclusion

This study reveals how the dimension of Sufism is presented in the digital narrative of Angelina Sondakh through social media, as well as how audiences respond to this narrative. The research findings show that Angelina has successfully articulated deep Sufi values, such as introspection (*muraqabah*), acceptance of fate (*tawakal*), and purification of the soul (*tazkiyah al-nafs*), in a narrative that is easily understood and relatable to a modern audience. Through platforms like Instagram and YouTube, Angelina not only shares her spiritual experiences but also creates an interaction space that allows audiences to engage in discussions and reflections together.

Audience responses to her Sufi narrative are generally positive, with many considering her an inspiration to improve their own spiritual quality. Although some skepticism exists, particularly regarding the authenticity of her transformation, the two-way interaction between Angelina and her followers shows that social media can be a space for building more personal and authentic relationships. Additionally, this research identifies challenges in conveying spiritual values through social media, including the commodification of spirituality and the pressure to create engaging content. However, despite these challenges, Angelina has maintained the integrity of her spiritual message, demonstrating that social media can be used for more positive purposes beyond entertainment. Overall, this research proves that Sufism can be effectively translated into the digital era, and the digital narrative of public figures like Angelina Sondakh has the potential to inspire audiences to delve deeper into and apply spiritual values in their daily lives.

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