

Abstrak

Tesis ini membahas tentang grup band gambus Sabyan yang menjadi representasi perkembangan budaya populer Islam di kalangan muslim milenial moderat dan progresif. Indonesia belakangan ini. Grup yang beranggotakan Nissa, Ayus dan Kamal yang juga merupakan kalangan milenial memenuhi ruang populer “Islam Publik” Indonesia melalui platform *YouTube* beserta kanal media sosial lain yang saling terkait dan mendukung. Hasil penelitian menunjukkan bahwa terdapat tiga macam konteks sosial ketika Sabyan muncul di belantika musik Indonesia, antara lain: Standarisasi Konsumsi Budaya Populer Islam, Kerentanan milenial akan persuasi manipulatif media massa, Shalawat di kalangan *Nahdatul Ulama*, Platform Youtube dan Instagram sebagai media baru berkarya dan wadah apresiasi kalangan milenial, dan *Deen As-Salam* sebagai kontra narasi isu radikalisme di Indonesia. Sedangkan beberapa alasan milenial dapat menerima baik Sabyan, yakni: Sabyan Representasi Islam Moderat dan Inklusif, Dari Selebriti Internet menjadi *Influencer*, Modernisasi Gambus, dan *Sabyan Fanbase*.

Kata kunci: Islam publik, Sabyan, musik Islami, milenial, media baru

Abstract

This thesis discusses the Sabyan gambus band, which represents the development of Islamic popular culture among moderate and progressive millennial Muslims. Indonesia lately. Groups consisting of Nissa, Ayus and Kamal who are also millennials fill the popular space of “Public Islam” in Indonesia through the YouTube platform and other social media channels that are interrelated and supportive. The results showed that there were three kinds of social contexts when Sabyan appeared in the Indonesian music scene, including: Standardization of Consumption of Islamic Popular Culture, Millennial Vulnerability to manipulative persuasion of mass media, Shalawat among Nahdatul Ulama, Youtube and Instagram platforms as new media for work and a forum. appreciation from millennial circles, and Deen As-Salam as a counter-narrative of the issue of radicalism in Indonesia. Meanwhile, millennial reasons can accept Sabyan well, namely: Sabyan Representation of Moderate and Inclusive Islam, From Internet Celebrities to Influencers, Gambus Modernization, and Sabyan Fanbase.

Keywords: Public Islam, Sabyan, Islamic music, millennial, new media